DOCUMENT RESUME

ED 042 087 AC 008 215

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TITLE	Influences of the Kentucky Cooperative Extension Home Economics Program. Part I.
INSTITUTION	Kentucky Univ., Lexington. Cooperative Extension Service.
PUB DATE	[68]
NOTE	62p.
EDRS PRICE	EDRS Price MF-$0.50 HC-$3.20
DESCRIPTORS	Group Membership, *Home Economics Education, *Homemakers Clubs, Information Sources, Interviews, Leadership, *Participant Characteristics, Publicize, Questionnaires, Recruitment, Regional Programs, *Rural Extension, *State Surveys, Statistical Data, Teaching Methods
IDENTIFIERS	*Cooperative Extension Service, Kentucky

ABSTRACT

In planning a reorganization of the Kentucky Cooperative Extension Service by re-grouping counties, a statewide study of home economics education was made to determine the audience for the programs, methods by which audiences were reached, and differences between members of homemakers clubs and nonmembers. Interviews were held with a 5% random sample of members and a like number of nonmembers with similar characteristics and interests. Questionnaires were mailed to extension agents in the 116 counties with the program. Findings varied widely among the areas but the typical club member was found as likely to live in an urban area as on a farm, to be 45-64 years of age, to have completed high school but not usually college. She is married and not likely to be divorced or separated as the average Kentucky woman. Her husband's most frequent occupation is farming. She tends not to have dependent children. She is not likely to be employed outside the home; if employed, it is usually part-time clerical work. She has been a member of the club for 10 or more years. Findings indicate that the clubs must attract new members; they must be able to meet the changing needs of families and individuals in both rural and urban areas of the state. (Tables and charts are included.) (EB)

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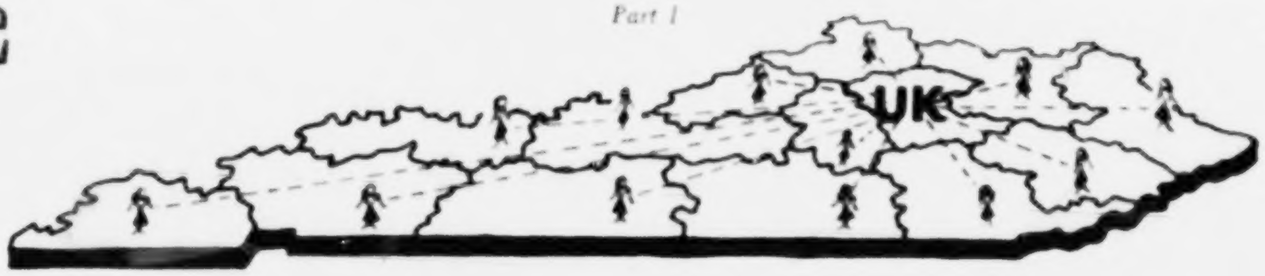
Influences of the Kentucky Cooperative Extension Home Economics Program

Part I



Audiences • Methods • Leadership • Participation

By OPAL MANN, Extension Program Specialist, Home Economics

H.E. 1-345

UNIVERSITY OF KENTUCKY
COOPERATIVE EXTENSION SERVICE
AGRICULTURE AND HOME ECONOMICS

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PREFACE

This extension home economics survey was done to obtain information on the effects of the extension home economics program in relation to audiences reached, teaching methods, participation and leadership development, educational emphasis, and value of subject matter to families and future educational needs.

This is Part I of a two part report of the survey. It contains a description of the survey, objectives, and procedure, and an interpretation of the findings in terms of the first three objectives of the survey concerning groups or audiences which have been reached with extension home economics information, including a description of the characteristics of the homemaker club membership, methods which had been used to reach audiences, and participation and leadership development.

Part II, which is planned for printing as a separate publication, will contain a description of the educational subject matter emphasized, information and learning received, value of information and learnings to homemakers and their families, and future information desired by families.

Both Part I and Part II of this study contain statements of implication relative to the findings of this survey and suggest future extension home economics program directions.

This study contains reliable data which should be of value to extension personnel and leaders as:

1. A directional guide to extension home economics when planning programs and educational services to meet the needs of individuals and families more effectively.

2. Information and data for reports, speeches, or conferences with such groups as other Extension agents and specialists (including new agents); area directions; committees and councils (such as the extension council, 4-H club council, homemaker council, etc.); other agency, business, community, or special interest groups; and general publics by mass media methods (newspapers, radio and T.V.).

3. Information for extension staff reports and plans of work.

ACKNOWLEDGMENTS

The cooperative efforts of many persons made this survey possible. It would be difficult if not impossible to name all who have made contributions either directly or indirectly.

The study was initiated and sponsored by the Kentucky Extension Homemakers Association. The writer served as chairman of a state committee to design the study and conduct the survey. Members of this committee were Mrs. Stanley Wall, Kentucky Extension Homemakers Association; Mrs. Susan Lane, Kentucky Extension Home Economists Association; Dr. Frank Santopolo and Dr. Alan Utz, Cooperative Extension Training Officers; Mr. Garland Bastin, Agricultural Programs; Miss Helen Horton, 4-H Youth Programs; Mr. Charlie Dixon, Development Programs; Mrs. Marcy Stewart, Home Economics Programs; Mrs. Gladys Lickert and Dr. Burt Coody, Home Economics Specialists; and Mr. Randall Barnett, Area Director. Others who assisted in designing the survey were Dr. Laurel Sabrosky, Federal Extension Service; Dr. Anna Gorman, University of Kentucky Graduate School, Vocational Home Economics; and all of the state extension home economics specialists.

Many people assisted in conducting the survey and gathering data. Mrs. Marcy Stewart assisted with training interviewers. Mrs. Stanley Wall and Mrs. Martha Jenks, Area Home Economics Agent in Scott County, assisted in training Scott County homemaker officers and chairmen as interviewers to field test the interview schedule. A valuable service was rendered by the Scott County homemaker leaders who constructively evaluated both the interviewer training and the interview schedule as a result of their field test experiences.

Home economics extension agents and homemaker leaders of each area cooperated in a very effective and cooperative manner in attending the area survey and interviewer training meeting and conducting the interviews in their areas as instructed.

Dr. Milton Coughenour, Acting Dean of the University of Kentucky School of Home Economics, gave the writer guidance in deciding upon the statistical program to be used through the University of Kentucky Computing Center. Dr. E. M. Trew, Assistant Extension Director; Dr. Alan Utz; Miss Ruth Saunders, Acting Chairman of Extension Home Economics Programs; Mrs. Gladys Lickert and Mr. Kermit Mills, Extension Specialists in Housing; Mrs. Mary Browder and Dr. Burt Coody, Family Life Extension Specialists; and Mrs. Marcy Stewart assisted the writer in interpreting the survey data and preparing state specialists for work shops to be conducted with area agents and specialists for the purpose of understanding the survey findings and making implications in relation to the future home economics programs.

Home economics agents, area directors, and certain 4-H youth and development agents conducted area workshops and led the area and county home economics officers, chairmen, and leaders to understand the survey findings in terms of future directions and programs.

A debt of gratitude is owed to Dr. Lee Coleman, Sociology Professor, University of Kentucky, for his excellent guidance and suggestions during the writing of this publication. His valuable time and cooperative attitude are greatly appreciated.

Many others have contributed directly or indirectly including the Extension Public Information Department, the staff members at the University of Kentucky computing center, and Mrs. Patricia Thompson who prepared many of the tables and did the original typing of the manuscript.

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INFLUENCES OF THE KENTUCKY COOPERATIVE EXTENSION HOME ECONOMICS PROGRAM: AUDIENCES, METHODS, LEADERSHIP, AND PARTICIPATION

In 1965 the Kentucky Cooperative Extension Service launched a reorganization plan to re-group Kentucky counties into related units of 7 to 14 counties each, with provisions for specialization of extension personnel stationed within each geographic extension area of the state.

During the process of developing home economics extension programs in the newly organized areas an urgent need arose for data to be used in identifying the needs of the people residing in each area.

More than half a century had passed since extension home economics became a part of the Cooperative Extension Service of the University of Kentucky College of Agriculture. Home economics objectives of the early nineteen hundreds had been broadened in scope and expanded many times to help families and individuals meet new problems resulting from a rapidly changing environment and society; however, there had not been a major state-wide study of the extension home economics clientele relative to extension programming and its effectiveness and future clientele needs.

Leaders of the Kentucky Extension Homemakers Association proposed that a study be made to determine the effectiveness and influences of the extension home economics program as it had been conducted in the past. The study was to provide information of value in developing future extension home economics programs and in giving direction to effective area extension programs to best meet the needs of families and individuals.

In 1966-67 a statewide survey was made. Data were collected to enable extension personnel and lay leaders to understand better who had been reached with the extension home economics program, how those reached had been influenced by the program, who should be reached in the future, and the home economics subject matter desired by the clientele or potential clientele.

OBJECTIVES OF THE SURVEY

The objectives of the extension home economics survey were to evaluate the influence of the past extension home economics program upon participants and to provide information and data which would enable extension personnel and lay leaders to develop a better understanding of:

A. Groups or audiences that have been reached with extension home economics information;

B. Methods through which audiences are reached;

C. Leadership development, membership and participation;

D. Educational information and service(s) taught through Cooperative Extension and received by persons reached;

E. Groups and clientele that need to be reached in the future by the extension home economics program; and

F. How regularly reached extension clientele (homemaker club members) differ from clientele reached infrequently or not at all (not members of homemaker clubs).

PROCEDURE

Designing the Study

The instruments and research methods for collecting data to meet the objectives of the survey were planned and designed by a state committee, representative of all program areas (agriculture, home economics, 4-H youth, and development) of the Cooperative Extension Service and of the Kentucky Extension Homemaker Association and the Kentucky Home Economics Extension Agents Association. Other resource persons who assisted in designing the survey included the state home economics extension specialists and persons responsible for research in the University of Kentucky's Sociology Department, Home Economics Education Department, and Cooperative Extension Training Office, plus a Federal Extension specialist in evaluation.

Sample and Data Collecting

The survey data were obtained by (1) personal interview and (2) mailed questionnaires.

Personal Interviews

Data were collected by personal interview from a 5-percent stratified random sample of the more than 26, 000 active homemaker club members in the state and an equal number of nonmembers. The nonmembers selected for interview were women who had characteristics and interests like the members and lived in the same areas. They served as a control group in the study, to aid in determining what effects might be attributed to the home economics Extension program.

Area and county home economics program chairmen and leaders were trained as interviewers. They administered a pretested interview schedule during home visits to the sample of women selected. After the interviews were completed, it was discovered that almost a fourth of the nonmembers interviewed had been homemaker club members at some time in the past. These were tabulated separately as former ("had been") members, on the assumption that they retained some effects of having been members and would probably be more like members than nonmembers.

Personal interview data were obtained from a total of 2, 574 women (1, 310 homemaker club members, 949 nonmembers, and 315) who had been members at some time in the past but were not members at the time of the survey.

Mailed Questionnaires for Home Economics Extension Agents

Data were collected for counties with an organized homemakers program by means of a mail questionnaire to a home economics Extension agent in each of the 116 counties with the program. Responses were received from 113 of these counties.

Table 1.— Percentage Distribution of Persons Reached in 1965 Extension Home Economics Program, by Target Audience and Extension Area

Target Audiences to Whom Information or Programs Were Directed	State	EXTENSION AREAS						
		Purchase	Pennyrile	Green River	Mammoth Cave	Lake Cumberland	Lincoln Trail	Louisville
1. Homemaker Club Members	32.21	53.58	24.89	25.65	40.91	36.24	22.36	28.09
2. 4-H Club Participants	25.58	17.31	18.00	26.54	17.92	31.97	25.67	28.84
3. Low Income Families	10.40	6.32	4.20	8.78	4.75	3.19	7.09	10.11
4. Young Adults, Brides and Young Parents	3.23	3.16	1.05	5.89	2.37	1.42	11.88	3.53
5. Employed Women	4.10	2.38	1.92	1.43	6.73	12.06	8.78	8.74
6. Home Industry and Craft Workers	1.12	1.67	.35	7.55	.05	3.18	1.83	.08
7. Members of Community Development Organizations	4.90	.39	6.03	3.52	13.57	3.32	12.89	1.43
8. Federated Women's Club Members	1.07	1.02	.03	2.28	.41	1.45	.40	1.16
9. Church Groups	1.32	.29	1.31	12.94	.48	.30	.00	1.33
10. P.T.A. and School Groups	4.40	1.73	5.40	3.04	7.05	2.02	.79	7.23
11. Families and Individuals with Special Interests or Problems	4.04	10.20	2.34	.71	4.02	3.12	1.67	4.67
12. *Special Interest Group Members	3.41	.00	20.82	.00	.00	.00	.00	.00
13.**Other Audiences Reached	4.22	1.95	13.66	1.67	1.74	1.73	6.64	4.79
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Target Audiences to Whom Information or Programs Were Directed	EXTENSION AREAS						
	Northern Kentucky	Fort Harrod	Bluegrass	Licking River	Northeast Kentucky	Quicksand	Wilderness Trail
1. Homemaker Club Members	25.92	35.05	35.06	26.80	7.83	22.69	50.77
2. 4-H Club Participants	43.40	20.03	26.62	31.65	57.41	15.76	21.15
3. Low Income Families	5.72	22.64	14.08	10.23	3.89	36.82	9.35
4. Young Adults, Brides and Young Parents	2.64	1.19	4.07	6.52	1.97	1.28	1.12
5. Employed Women	1.72	3.46	1.78	2.12	1.64	1.40	.00
6. Home Industry and Craft Workers	.00	1.01	.07	.09	1.68	1.25	2.55
7. Members of Community Development Organizations	2.72	1.20	2.91	2.19	4.22	6.39	.69
8. Federated Women's Club Members	1.54	1.47	1.22	1.20	4.71	.06	1.11
9. Church Groups	10.43	.73	.04	1.05	.59	.10	.58
10. P.T.A. and School Groups	1.84	3.98	4.93	1.70	.81	10.32	4.04
11. Families and Individuals with Special Interest or Problems	1.17	5.99	3.70	11.91	2.73	2.22	6.26
12. *Special Interest Group Members	.00	.00	.19	1.31	9.12	.00	.38
13.**Other Audiences Reached	2.90	3.25	5.33	3.23	3.40	1.71	2.00
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00

*Special Interest groups include persons in workshops on upholstery, clothing construction, etc. and in other special skill or subject matter training.

**Extension and Non-Extension organizations and groups, including business groups, civic agencies, organizations of home builders and suppliers, food service operators, hotel and motel managers, garden clubs, scouts, senior citizens groups, organizations for the handicapped and retarded, residents of public housing, and groups concerned with health, safety, sanitation and beautification.

Statistical Analysis

The data obtained by personal interviews were punched on IBM cards and programmed on a two-way frequency table according to number and percentage of responses on each question, separately for the three groups: members, nonmembers, and former members. The same tables were also prepared for each of the 14 Extension areas of the state.

TARGET GROUPS OR AUDIENCES REACHED

Extension home economics agents in 113 counties listed 43 different target audiences, including both Extension and Non-Extension organizations and groups, which had received home economics information through a program specifically designed to meet the needs and interests of that particular audience. "Target audience reached" was defined as those receiving a program or information specifically designed to meet the needs and interests of the particular individual or group.

The 12 target audiences encompassing the largest numbers of persons reached with the home economics program in 1965 are listed in Table 1, together with the proportion of the clientele of the various Extension areas that were in each target audience.

State-wide Audiences

Of the total number of different persons reached in 1965 in Kentucky in groups and personal contacts, homemaker club programs accounted for one-third, 4-H club programs accounted for one-fourth, and programs designed specifically for low-income families accounted for one-tenth of all persons reached.

No other target audience programs accounted for as much as 5 percent of the total, but all of the others combined accounted for about one-third. Those counted as reached through the various target audience programs do not include persons reached only by mass media (radio, television, newspapers), displays and exhibits, bulletins, or other educational materials and literature, without a meeting or personal contact. The mass media or impersonal methods by which people were reached are discussed later in the report.

Both the study and the annual reports from the various Extension areas indicate that large numbers of persons other than homemaker club members are reached by homemaker club leaders and members. In fact, about three nonmembers are reached for every member. The study showed a total of 114,164 different people reached through groups and personal contacts with the program designed for homemaker clubs, while the 1634 clubs in the state (as of December 1, 1965) had 27,016 members. Similarly, the homemaker club membership report for 1967, compiled from Extension agents' reports, showed (as of December 31, 1967) 1,613 clubs with 28,069 members but that 5,321 different groups and 122,069 adults and youth had been reached with the program, not including those reached by mass media and other impersonal means.

Area Audiences

The pattern of persons reached as target audiences in each of the Extension areas was similar to that of the state as a whole with some important exceptions. There was a wide range in the proportion of the total audience reached through the homemaker club program, varying from less than one-tenth of all persons reached in the Northeast Kentucky area[1] to more than half of all persons reached in the Wilderness Trail and Purchase areas. The percentage ranged from 25 to 40 percent in most areas. In the Lake Cumberland, Fort Harrod, Bluegrass, and Mammoth Cave areas about one-third were reached by the program, and in the Pennyrile, Green River, Lincoln Trail, Louisville, Northern Kentucky, Licking River, and Quicksand areas, about one-fourth.

The percentage of persons reached by the 4-H program in home economics ranged from about one-fifth of all persons reached in the Quicksand, Purchase, Fort Harrod, Wilderness Trail, Mammoth Cave, and Pennyrile areas to more than half of all persons reached in the Northeast Area[2] and slightly fewer than half in Northern Kentucky. In the other areas the percentage ranged between one-fourth and one-third of all persons reached.

There was a wide range among areas in the percentage of persons reached by the program directed to low income families, ranging from more than one-third of all persons reached in the Quicksand Area and about one-fourth in the Fort Harrod Area to fewer than one-twentieth in the Lake Cumberland, Northeast, Pennyrile, and Mammoth Cave areas. The percentage ranged for other areas of the state from 6 percent to 14 percent.

Since there is a high percentage of low income families in the Quicksand Area it is not surprising that a large number of them were reached with the home economics program directed to low income families; however, in other East Kentucky areas with a high percentage of low income families, the proportion of the audience reached through special programs for low income people was much smaller than in the Quicksand Area.

Areas varied considerably in regard to other audiences. Certain audiences received relatively greater emphasis in some areas than in others; for example, young adults, brides, and young parents were a larger proportion of the total audience in Lincoln Trail than in any other area; employed women received emphasis in Lake Cumberland; home industry and craft workers were relatively most important in Green River; Federated Women's Club members were more important in the Northeast than elsewhere; members of community development organizations were reached relatively most often in Mammoth Cave and Lincoln Trail areas; church groups received most emphasis in Green River and Northern Kentucky, and P. T. A. and school-related groups in Quicksand and Mammoth Cave area. Families and individuals with special problems were reached relatively more in the Licking River and Purchase areas, while special interest group members and other audiences received more emphasis in the Pennyrile than in any other area.

CHARACTERISTICS OF EXTENSION HOME ECONOMICS AUDIENCES: THE HOMEMAKER CLUB MEMBERS

Traditionally the homemaker club has been organized through the Extension home economics program. Extension agents have taught and trained the leaders of this organization. Homemaker club members have been reached in greater numbers and depth and over a longer period of years than any other extension home economics audience in the state. This study identifies the homemaker club members as the largest audience of Extension home economics.

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[1] No data on target audiences were available from Boyd county, which had the largest number of homemaker club members and one of the largest populations of any county in the area. This affects the percentage distribution of persons reached in the Northeast area.

[2] No data were available from Boyd county, one of the populus counties of the area. This affects the percentage distribution of persons reached in the Northeast Area.

Characteristics of homemaker club members are discussed in the following paragraphs for the purpose of promoting a better understanding of the members and their needs, and the implications to the extension home economics program of the future.

In Tables 2, 3, and 4, homemaker club members are compared with all women of Kentucky on selected characteristics.

Place of Residence[1]

Statewide Comparison

As illustrated in Figure 1, an almost identical percentage of homemaker club members (45 percent) and of residents of the state (45 percent) were urban, but the distribution of rural homemaker club members varied from that of the state population. The percentage of rural-farm homemaker club members (33 percent) was much larger than the proportion of the state population that is rural-farm (18 percent), while the percentage of rural-nonfarm homemaker club members (22 percent) was small in comparison to the rural-nonfarm population distribution (38 percent). Thus the rural-farm women are the most adequately reached through homemaker club membership and the rural-nonfarm women the least adequately, while urban women are being reached in proportion to the percentage of urban residents in Kentucky's population.

This suggests a time lag in reaching the different groups through membership in the Homemaker Clubs. Since 1920 the proportion of Kentucky's population that is rural-farm has decreased by two-thirds (from 54 percent to 18 percent of the total) and the rural-nonfarm and urban proportions have each increased by almost 50 percent to 47 and 42 percent, respectively.[2]

Area Comparison

When the percentage of homemaker club members and the total population of each area was compared by place of residence there were variations from that of the statewide comparison.

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[1] Residence was defined as:

Urban, Rural-Farm and Rural-Nonfarm - according to the U.S. Census:

Urban-Residents of towns or cities of 2500 or more, including the suburban areas of cities.
Rural-Farm-All persons living in rural territory on places of 10 or more acres from which sales of farm products amounted to $50 or more or on places of less than 10 acres which sales, or expected sales, of farm products amounted to $250 or more.
Rural-Nonfarm-The remainig rural residents who do not live on farms of either of the above specifications, or persons who live in rural areas and pay cash rent for house and yard only, or who live in group quarters on institutional grounds, summer camps or motels.

[2] The U.S. Census (1960).

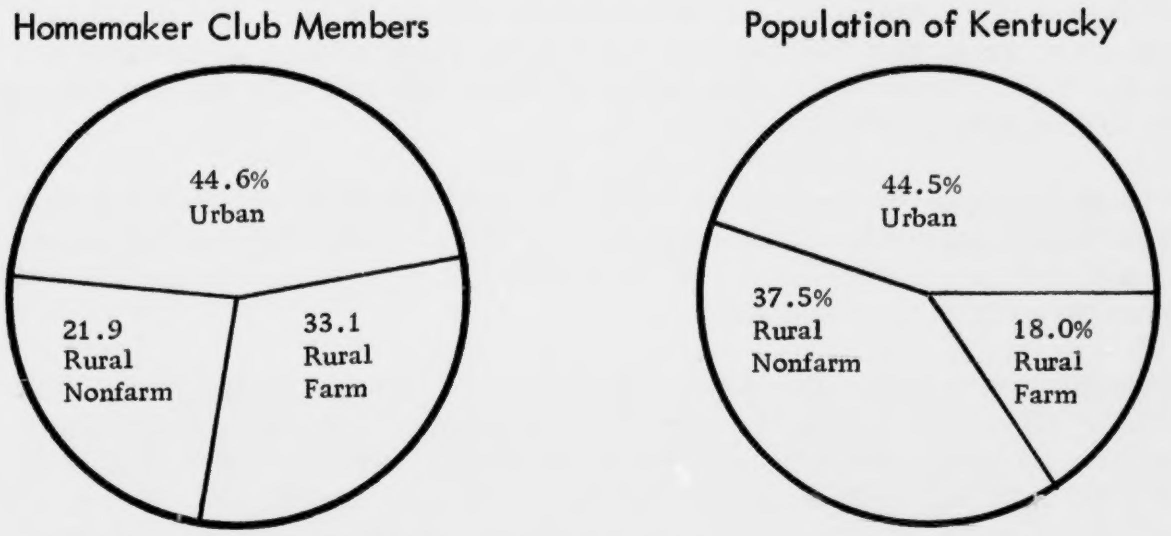

Fig. 1.-- Distribution of Homemaker Club Members and the Population of Kentucky, by Place of Residence (No response was received from 0.4 percent of the homemaker club members; this accounts for a total of less than 100 percent in the above chart.)

The largest percentages of both homemaker club members and of total population were urban residents in the Green River, Louisville, North Kentucky, Fort Harrod, and Bluegrass areas (Table 2). The largest percentage of homemaker club members were also urban in the Pennyrile, Northeast and Wilderness Trail areas, and equal to the rural farm population in the Licking River area, but the largest percentage of all people of those areas were rural-nonfarm.

The largest percentage of both homemaker club members and of all people of the Quicksand area were rural-nonfarm; however, this was not true for the Purchase, Lincoln Trail, and Licking River areas where the largest or one of the largest percentages of homemaker club members were rural-farm and the largest percentage of all women were rural-nonfarm.

Table 2.— Percentage Distribution of Homemaker Club Members and of All Kentucky People, by Residence[1]

State and Areas	RESIDENCE Urban		Rural Nonfarm		Rural Farm		Total	
	All People	Homemaker Members	All People	Homemaker Members	All People	Homemaker Members	All People	Homemaker Members*
Kentucky	44.5	44.6	37.5	21.9	18.0	33.1	100.0	99.6
1. Purchase	38.8	27.0	40.8	32.5	20.4	38.9	100.0	98.4
2. Pennyrile	28.6	42.9	51.2	20.9	20.2	36.9	100.0	100.0
3. Green River	40.5	40.2	40.0	25.0	19.5	33.0	100.0	98.2
4. Mammoth Cave	31.0	41.4	26.3	11.8	42.7	46.8	100.0	100.0
5. Lake Cumberland	14.2	19.1	41.7	41.2	44.1	39.7	100.0	100.0
6. Lincoln Trail	14.4	33.7	56.2	21.7	29.4	44.4	100.0	100.0
7. Louisville	80.1	52.4	15.7	28.6	4.2	19.0	100.0	100.0
8. North Kentucky	68.9	58.3	21.4	14.8	9.7	26.9	100.0	100.0
9. Fort Harrod	39.8	44.8	32.3	17.6	27.9	37.9	100.0	100.0
10. Bluegrass	62.4	64.7	21.4	5.4	16.2	29.9	100.0	100.0
11. Licking River	17.5	39.0	43.4	22.0	39.1	39.0	100.0	100.0
12. Northeast Ky.	22.1	53.7	66.0	33.3	11.9	13.0	100.0	100.0
13. Quicksand	7.2	25.0	78.2	62.5	14.6	12.5	100.0	100.0
14. Wilderness Trail	22.3	41.0	60.9	25.6	16.8	30.8	100.0	97.4

1. U.S. Census 1960.

*Some percentages do not add to 100% because some items did not obtain 100% response.

The largest percentage of both homemaker club members and of all people of the Mammoth Cave area was rural-farm; the largest percentage of homemaker club members in the Lake Cumberland area were rural-nonfarm while the largest percentage of all people of the area were rural-farm.

The tendency was for the percentage of both urban and rural farm homemaker club members to be larger than the percentage of the urban and rural farm population of the area, and for the percentage of rural-nonfarm homemakers to be lower than the rural-nonfarm population of the area.

Among the areas there was a wide range in percentage distribution of the homemaker club members and of the total area population by place of residence. For example, in the Louisville area 80 percent of the population was urban but only 52 percent of the homemaker club members were urban, while in the Northeast area only 22 percent of the population was urban but 54 percent of the homemaker club members were urban. In the Quicksand area the proportion of club members who were urban was almost four times the urban proportion of the total population, and in the Louisville area the proportion of urban club members was only about two-thirds as much as the urban proportion of the total population of the area.

Age

Statewide Comparison of Kentucky Homemaker Club Members with All Women

The age distribution of homemaker club members and of all women in the state as compared in Table 3 indicated that about three-fourths of both the homemaker club membership and of all Kentucky women were between 25 and 64 years of age. However, the homemaker club tends to reach a higher percentage of the older than of the younger women (Figure 2). Less than a third (32 percent) of the women of Kentucky were ages 45-64, yet 42 percent of the homemaker club members were of that age. On the other hand about two-fifths (41 percent) of the women of the state were 25-44 years of age, but slightly more than a third (37 percent) of the homemaker club members were of that age. The percentage of women aged 65 and above was almost identical to the state (17 percent) and in the homemaker clubs (16 percent).

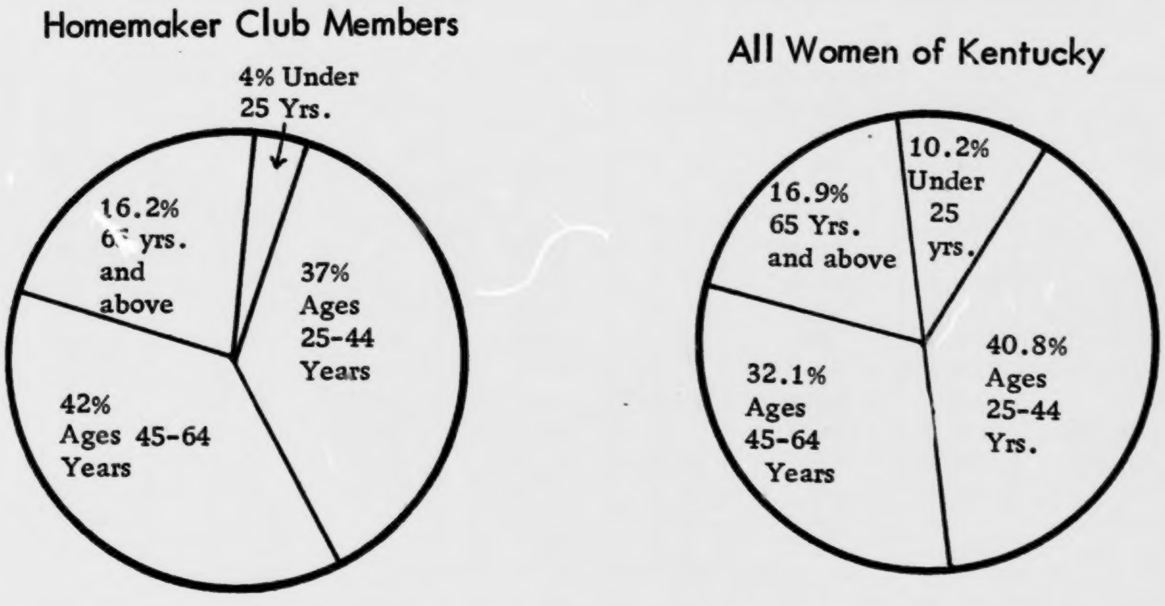

Fig. 2.-- Percentage Distribution of Homemaker Club Members and All Women of Kentucky, by Age (No response was received from 0.8 percent of the homemaker club members; this accounts for a total of less than 100 percent in the above chart.)

Table 3. — Percentage of Distribution of Homemaker Club Members and of All Kentucky Women by Age

State and Areas	AGE									
	Under 25 Years*		25-44		45-64		65 and Above		Total	
	All Women	Homemaker Members	All Women	Homemaker Members	All Women	Homemaker Members	All Women	Homemaker Members	All Women	Homemaker Members**
Kentucky	10.2	4.0	40.8	37.0	32.1	42.0	16.9	16.2	100.0	99.2
1. Purchase	8.2	1.6	37.1	31.0	35.0	48.4	19.7	19.0	100.0	100.0
2. Pennyrile	9.4	4.4	38.0	31.9	32.9	42.9	19.7	20.8	100.0	100.0
3. Green River	9.9	6.3	35.0	37.5	34.2	33.9	20.9	21.4	100.0	99.6
4. Mammoth Cave	9.5	7.2	37.5	36.0	33.8	40.5	19.2	16.3	100.0	100.0
5. Lake Cumberland	9.7	2.9	39.2	41.2	33.7	35.3	17.4	20.6	100.0	100.0
6. Lincoln Trail	12.6	5.4	43.9	38.0	28.0	37.0	15.5	19.6	100.0	100.0
7. Louisville	10.1	2.7	43.1	40.1	31.4	48.3	15.4	8.8	100.0	100.0
8. North Kentucky	9.5	7.4	40.2	33.3	32.7	45.4	17.6	13.0	100.0	100.0
9. Fort Harrod	10.6	1.2	39.4	29.4	32.0	45.9	18.0	22.4	100.0	98.9
10. Bluegrass	12.3	2.2	40.3	44.6	30.5	40.2	16.9	13.0	100.0	100.0
11. Licking River	10.0	5.2	37.8	24.7	32.7	46.8	19.5	23.3	100.0	100.0
12. Northeast Ky.	11.0	3.7	43.4	42.6	31.5	44.4	14.1	9.3	100.0	100.0
13. Quicksand	11.3	0	42.1	37.5	32.7	43.8	13.9	18.7	100.0	100.0
14. Wilderness Trail	10.0	5.1	40.6	56.4	34.0	23.1	15.4	12.8	100.0	97.4

*Kentucky percentage under 25 years is for women aged 20-24 years—the percentage calculation was based on the total number of women 20 years and above. Homemaker percentage is homemaker club members under 25 years of age.

**Some percentages do not equal 100% because a few items did not obtain 100% response.

Table 4. — Percentage Distribution of Homemaker Club Members and of All Kentucky Women by Educational Level

State and Areas	EDUCATIONAL LEVEL															
	6th Grade or less		More than 6th less than H.S. Grad.		H.S. Grad. No College		Some College less than Grad.		College Grad. or More		Sub-total: Less than H.S. Grad.		Subtotal: H.S. Grad. or Above		Total	
	All Women	Homemaker Members	All Women	Homemaker Members	All Women	Homemaker Members	All Women	Homemaker Members	All Women	Homemaker Members	All Women	Homemaker Members	All Women	Homemaker Members	All Women	Homemaker Members*
Kentucky	20.7	2.1	49.4	28.2	19.1	39.6	6.8	21.7	4.0	7.3	70.1	30.3	29.9	68.0	100.0	98.3
1. Purchase	16.8	4.0	51.7	33.3	21.1	43.7	7.0	13.5	3.4	4.8	68.5	37.3	31.5	62.0	100.0	99.3
2. Pennyrile	24.1	3.3	49.2	33.0	17.4	37.4	6.2	22.0	3.1	4.3	73.3	36.3	26.7	63.7	100.0	100.0
3. Green River	17.1	0	51.9	26.8	21.4	49.1	6.6	19.6	3.0	3.6	69.0	26.8	31.0	72.3	100.0	99.1
4. Mammoth Cave	27.5	0	49.2	30.6	13.7	39.6	6.2	21.6	3.4	8.2	76.7	30.6	23.3	69.4	100.0	100.0
5. Lake Cumberland	32.6	1.5	51.2	47.1	9.3	22.1	4.5	25.0	2.4	4.3	83.8	48.6	16.2	51.4	100.0	100.0
6. Lincoln Trail	20.8	3.3	48.9	33.7	20.0	38.0	6.4	16.3	3.9	7.6	69.7	37.0	30.3	61.9	100.0	98.9
7. Louisville	13.8	2.0	50.0	17.0	23.4	43.5	7.9	29.9	4.9	6.1	63.8	19.0	36.2	79.5	100.0	98.5
8. North Kentucky	15.2	1.9	53.3	28.7	23.3	47.2	4.8	15.7	3.4	4.6	68.5	30.6	31.5	67.5	100.0	98.1
9. Fort Harrod	20.7	3.5	46.8	24.7	20.3	35.3	7.0	27.1	5.2	8.2	67.5	28.2	32.5	70.6	100.0	98.8
10. Bluegrass	18.3	.5	42.7	18.5	22.3	40.8	9.4	28.8	7.3	10.3	61.0	19.0	39.0	79.9	100.0	98.9
11. Licking River	25.1	3.9	51.4	31.2	14.6	32.5	5.4	14.3	3.5	14.3	76.5	44.1	23.5	61.1	100.0	96.2
12. Northeast Ky.	29.7	1.9	48.9	38.9	13.8	29.6	5.4	16.7	2.2	9.3	78.6	40.8	21.4	55.6	100.0	96.4
13. Quicksand	39.8	6.3	46.7	56.3	7.2	6.3	4.3	18.8	2.0	12.3	86.5	62.6	13.5	37.4	100.0	100.0
14. Wilderness Trail	36.5	2.6	46.7	12.8	9.8	48.7	4.3	23.1	2.7	10.3	83.2	15.4	16.8	82.1	100.0	97.5

*Some percentages do not add to 100% because a few items did not obtain 100% response.

The smallest percentage of homemaker club members (4 percent) were under 25 years of age, while the smallest percentage of women in the state (10 percent) were also in this age group. It should be noted however, that many women of this age are unmarried and are in college or are employed full time, while the homemaker's club is generally considered to be an organization for the homemaker, traditionally the married woman.

Area Comparisons of Homemaker Club Members with all Women

The comparative age distribution of homemaker club members and of all women was similar in each area to that of the state (Table 3). About three-fourths both of the homemaker club members and of all women of the areas were between 25 and 64 years of age; however, there was a larger percentage of older women in the homemaker club membership than in the population in most areas. In most areas the highest percentage of homemaker club members were aged 45 to 64 years. Exceptions were Green River, Lake Cumberland, Lincoln Trail, Bluegrass, and Wilderness Trail, where the largest percentage both of homemaker club members and of all women of the area were aged 25 to 44. In each of these areas except Lincoln Trail the percentage of homemaker club members ages 25 to 44 exceeded the percentage of all women of the area who were of that age. The second highest percentage in each of these five areas was of those aged 45-64 years.

Each area, except Green River and Wilderness Trail, had a higher percentage of homemaker club members aged 45 and above than the percentage of women 45 and above in the total population of the area.

There was a larger percentage of homemaker club members who were 65 years old or above than the percentage of women 65 or above in the Pennyrile, Green River, Lake Cumberland, Lincoln Trail, Fort Harrod, Licking River, and the Quicksand areas; however, the percentages of club members and of all women in the area who were in this age group were closer together in most areas than was true of any other age group.

In each area the percentage of club members under 25 was smaller than the percentage of the total population in this group. However, the variation between areas was great, ranging from one area with 11 percent of its population under 25 but with no club members in this age group, to some areas where the proportion of club members under 25 was about three-fourths that of the proportion of all area women in this age group.

In proportion to the age of the area population, the Green River, Mammoth Cave, and North Kentucky areas had a larger percentage of homemaker club members under 25 years of age than any of the other areas, while the Purchase, Lake Cumberland, Lincoln Trail, Louisville, Fort Harrod, Bluegrass, Northeast, and Quicksand areas had the smallest percentage of club members compared to the proportion in the area population.

The separate analyses by age and place of residence have shown that the rural-nonfarm families and the young homemakers were least reached by the homemaker club programs. Actually these are somewhat the same group, since the median age (25.0 years) of rural-nonfarm women is about six years younger than that of either the rural-farm (31.6 years) or the urban (30.8 years) women.

Educational Level

Women with the lowest education were the least likely to be homemaker club members (Table 4 and Figure 3).

Statewide Comparison of Kentucky Homemaker Club Members with All Women

Only 2 percent of the state's Homemaker Club membership had 6th grade education or less, but 21 percent of all women in the state had this level of education. Persons with very low educational levels also tend to have very low income levels. Thus it is apparent that low income groups are greatly underrepresented in the club membership.

The educational level of slightly more than a fourth (28 percent) of the homemaker club members was between 6th grade and high school completion, while almost half (49 percent) of the women in Kentucky had this level of education. Thus this group was also considerably underrepresented in the club membership.

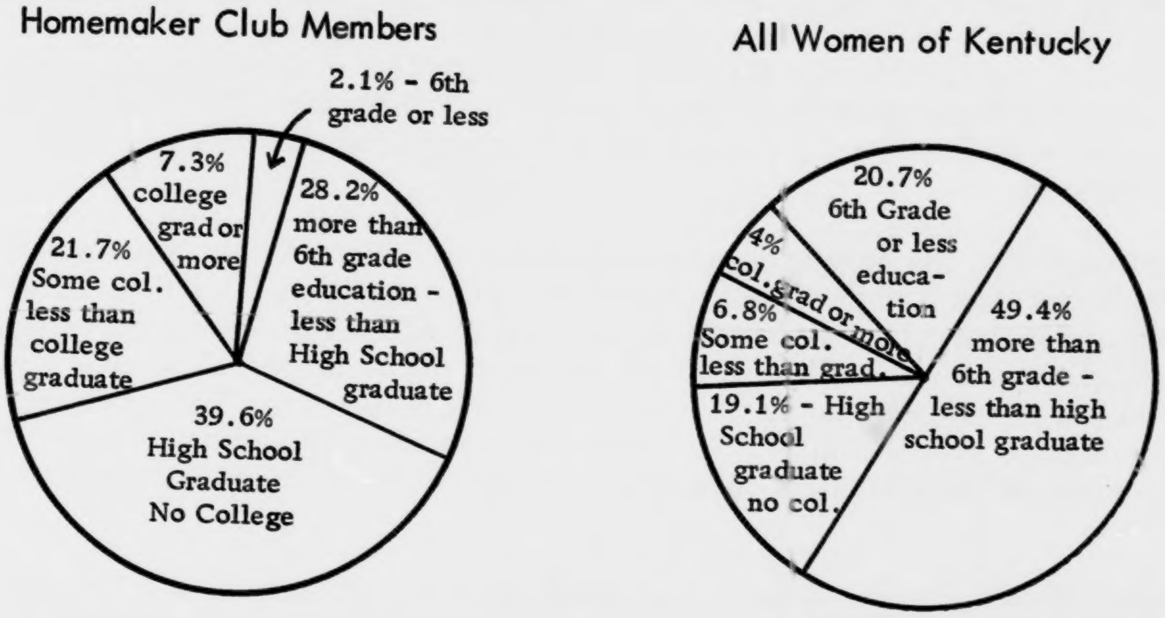

Fig. 3.-- Percentage Distribution of Homemaker Club Members and of All Women of Kentucky, by Educational Level
(No response was received from 0.7 percent of the homemaker club members; this accounts for a total of less than 100 percent in the above chart.)

Two-fifths (40 percent) of the homemaker club members were high school graduates but had not attended college, compared to less than one-fifth (19 percent) of all women in Kentucky who were at this level. More than a fifth (21 percent) of the homemaker club members had attended college but did not graduate, while only 7 percent of all Kentucky women were at this educational level. Proportionately the club membership included almost twice as many college graduates as the general population (7 percent compared to 4 percent).

If we compare the percentages of high school graduates and non-high school graduates in the club membership and among all women of the state, the proportions are almost exactly reversed---about two-thirds (68 percent) of the club members have at least a high school education and one third have less, while less than a third (30 percent) of all women are high school graduates and over two-thirds (70 percent) have not gone that far in school. The median educational level for homemaker club members was 12 years while the median educational level for all women in Kentucky was 8.8 years.

Thus on whatever measures one makes the comparison, the poorly educated women are underrepresented in the membership and the better educated are overrepresented.

Area Comparisons of Homemaker Club Members with All Women

A comparison of homemaker club members and all the women of each area showed that the percentage of homemaker club members who had completed high school or gone beyond ranged from one-and-a-half to five times the corresponding percentage for all women of the area. In eight of the fourteen areas more than twice as high a proportion of the club members as of all women had a high school education or better.

More than three-fifths of the homemaker club members in eleven areas (Purchase, Pennyrile, Green River, Mammoth Cave, Louisville, North Kentucky, Fort Harrod, Bluegrass, Licking River, Northeast Kentucky, and Wilderness Trail); more than one-half in two areas (Lake Cumberland, and Lincoln Trail); and about one-third in the other area (Quicksand) were high school graduates or more. On the other hand, less than a third of all women in twelve areas (Purchase, Pennyrile, Green River, Mammoth Cave, Lake Cumberland, Lincoln Trail, North Kentucky, Fort Harrod, Licking River, Northeast Kentucky, Quicksand, and Wilderness Trail) and less than two-fifths in the other two areas (Louisville and Bluegrass) were high school graduates or more, (Table 4).

Quicksand was the only area where the largest percentage of homemaker club members had less than a high school education. The educational level of all women in the Quicksand area was also the lowest in the state. Almost nine-tenths (87 percent) of all women of the area and two-thirds (63 percent) of the homemaker club members had less than a high school education. However, one other area, Lake Cumberland, had nearly as high a proportion of all women (84 percent) who had not finished high school but a considerably smaller proportion (49 percent) of the club members at this level.

Areas with the highest educational level were the Bluegrass and Louisville areas, where more than a third of all women and four-fifths of the homemaker club members were high school graduates or more. In the Wilderness Trail area more than four-fifths of the homemaker club members were high school graduates but fewer than a fifth of all women of the area had this level of education.

A comparison of areas as to which had the highest percentage of homemaker club members at the extreme low and the extreme high educational levels showed the highest percentage of homemaker club members with 6th grade education or less to be in the Quicksand, Purchase, and Licking River areas. Areas with the highest percentage of members who were college graduates or above were Licking River, Quicksand, Wilderness Trail, Bluegrass, and Northeast Kentucky.

Areas with the highest percentage of members who had finished more than six grades but had not graduated from high school were Quicksand, Lake Cumberland, Northeast, Lincoln Trail, Purchase, and Pennyrile.

The median educational level of the club members in the state was 12.0 and that of all women was 8.8 years of schooling completed. The comparative medians were similar in most areas, except for Quicksand, where the club members median was 7.9 while the median for all women of the area was 9.0 years.

The greatest spread between the median for club members and for all women was in the Lake Cumberland and Wilderness Trail areas, where the median for all women in each area was 8.0 years and the club members median was 12.0 years.

Children

Homemaker club members were classified according to the school level of their dependent children, if any (Table 5).

Table 5.— Percentage* of Homemaker Club Members in Each Extension Area Who Had Children at Each School Level

State and Areas	Preschool	Elementary	High School	College	No Dependent Children
State	17.5	28.4	18.2	10.1	43.5
1. Purchase	15.9	28.6	15.9	7.1	46.8
2. Pennyrile	15.4	20.9	11.0	12.1	50.5
3. Green River	17.9	28.7	18.8	11.6	51.8
4. Mammoth Cave	15.3	30.6	9.9	7.2	51.4
5. Lincoln Trail	21.8	31.6	16.3	9.8	39.1
6. Louisville	19.1	34.0	25.2	9.5	29.9
7. Fort Harrod	11.8	22.4	14.1	13.0	34.1
8. Bluegrass	15.7	35.2	21.1	10.8	40.2
9. Lake Cumberland	20.6	25.1	19.1	13.2	50.0
10. North Kentucky	19.5	26.0	21.3	9.2	35.2
11. Quicksand	12.5	12.6	25.1	12.5	62.5
12. Licking River	16.9	15.6	14.3	9.1	45.5
13. Northeast Ky.	20.4	16.0	16.0	1.1	51.9
14. Wilderness Trail	30.8	36.0	20.5	5.1	56.4

*Percentages do not add to 100 percent because some had children in more than one level and were counted more than once. A very few club members (0.3 percent) had children of school age who were not in school and a few (1.7 percent) had children above school age and not in school but financially dependent on the family, these are not reflected in the table.

Homemaker Club Members with Children at Certain Grade Levels:

About 3 in 7 homemaker members (44 percent) had no dependent children,[1] 10 percent had children in college, 18 percent had one or more in high school, 28 percent had children in the elementary grades, and 18 percent had preschool children. The survey figures are not comparable with census data, except for the figures for preschoolers, which are approximately comparable. According to the 1960 census, nearly twice as many Kentucky families as homemakers club members had preschool children (31 families with children under 6 as compared with 18 percent of club members with "preschool" children).[2] This was partly to be expected from the fact that the club members are older on the average, but is also a further indication that the young homemakers with small children are not being reached in the same proportion as older groups.

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[1] Homemakers who were classified as having no dependent children either had no children or their children were not financially dependent upon them for support.

[2] U. S. Census of Population 1960, Kentucky.

While the homemakers with young children presumably need the club program as much as, or more than, any other group, it is understandable that they may have difficulty in getting to meetings. From this standpoint the women with no dependent children or with children in college should be most able to attend. The coding of the survey data does not permit the separation of club members who only have children in college from those who have children both in college and at lower levels, but for the state as a whole it appears that half or more of the club members either have no dependent children or have only children in college.

Comparison of Area and State Homemaker Club Members by Grade Levels of Children

For most extension areas it appears that half or more of the club members either have no dependent children or have only children in college[1] (Table 5). Exceptions are the Lincoln Trail, Louisville, Fort Harrod, and North Kentucky areas. Three fourths of the Quicksand area members are in these categories.

In all but one area the proportion of members with preschool children ranged between 10 and 22 percent, but it is interesting that in this one area, Wilderness Trail, almost a third had preschool children.

Marital Status

Comparison of the survey data for club members with the 1960 census figures for females 14 years of age and over showed that single women are greatly underrepresented in the club membership, married women somewhat overrepresented, divorced and separated women underrepresented, and widows represented in about the same proportion as they are in the state's population (Table 6).

The fact that the Census data are for females 14 and over while the homemaker clubs do not normally recruit teenage members accounts for a part of the difference between the state and club member proportions of single women. However, as has been indicated and is well-known, the clubs are for homemakers and they are usually married, or have been at some time.

In every area as well as in the state as a whole, 80 to 90 percent of the club members were married. The highest area percentage of single women was 6 percent, in the Quicksand area, but most areas had only about 2 percent single and fewer than 2 percent reported as divorced or separated. The proportions widowed in the various areas ranged close to the state average of 12 percent, with Wilderness Trail an exception in its low percentage of widows and Pennyrile and Fort Harrod having the highest percentages. The fact that half of the areas reported having no divorced or separated members at all suggests that some of these may have been reported as widows.

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[1] Assuming that about half of the club members who have children in college have none at lower ages.

Table 6. — Percentage Distribution of Homemaker Club Members and of All Kentucky Women According to Marital Status

State and Areas	Single	Married	Divorced or Separated	Widowed	No Response	Total***
Kentucky						
All Women*	18.9	65.9	4.1	12.4		101.3
Homemaker Members**	2.1	84.3	.8	12.3	.5	100.0
1. Purchase	1.6	82.5	1.6	13.5	.8	100.0
2. Pennyrile	1.1	79.1	1.1	17.6	1.1	100.0
3. Green River	2.7	86.6	0	10.7	0	100.0
4. Mammoth Cave	1.8	87.4	0.9	9.0	.9	100.0
5. Lake Cumberland	1.5	80.9	1.5	16.2	.3	100.4
6. Lincoln Trail	3.3	82.6	2.1	12.0	0	100.0
7. Louisville	1.4	89.1	0	8.8	.7	100.0
8. North Kentucky	0	86.1	0	12.0	1.9	100.0
9. Fort Harrod	3.5	78.8	0	17.6	.1	100.0
10. Bluegrass	2.2	84.8	1.1	11.4	.5	100.0
11. Licking River	3.9	80.5	0	15.6	0	100.0
12. Northeast Ky.	3.7	83.3	1.9	11.1	0	100.0
13. Quicksand	6.3	81.2	0	12.5	0	100.0
14. Wilderness Trail	0	92.3	0	5.1	2.6	100.0

*U. S. Census of population 1960; Kentucky (females 14 years and over)
**All women who are Homemaker Club members with no special minimum age limit.
***U. S. Census of population 1960; Kentucky. The difference between the above and 100% may be a duplication in reporting single and widowed or divorced.

Employment and Occupation of Homemaker Club Members

Statewide Comparisons of Kentucky Women and Homemaker Club Members

Employment--Most club members, like most Kentucky women, are not employed outside the home. The survey data and the census figures showed almost identical proportions of each group employed--a little over a quarter (Table 7 and Figure 4). Of the employed club members, somewhat fewer than half were reported as employed full time, about a quarter as employed half time, and one-third as employed "occasionally." Only about one in ten club members in the state is employed full time.

Data collected from nonmembers and former club members showed that about the same proportion of the nonmembers were employed but more of them worked full time, while over a third of the former members were employed and the majority of these worked full time. Employment was one of the major reasons given by former members for dropping out.

Occupation.[1/]--The occupational distribution of club members (Table 8) was similar to that of all women in the state, as reported by the Census, in that clerical occupations led in both groups. However, a higher proportion of employed club members (almost half) were in clerical occupations, while about one-fourth of all employed women were in this occupation. More than one-fourth of the employed club members were in professional and technical occupations while more than one-tenth

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[1/] The U. S. Census (1960) definitions and descriptions of occupations were used.

Table 7. — Percentage Distribution of Homemaker Club Members and of All Kentucky Women According to Employment

State and Areas	EMPLOYMENT			EXTENT OF EMPLOYMENT			
	Employed	Not Employed	Total	Full Time	Half Time	Occasionally	Total*
Kentucky							
All Women	27.1	72.9	100.0				
Homemaker Members	27.0	73.0	100.0	11.5	6.3	9.2	27.0
1. Purchase	23.8	76.2	100.0	10.3	3.2	10.3	23.8
2. Pennyrile	28.6	71.4	100.0	15.4	6.6	6.6	28.6
3. Green River	25.9	74.1	100.0	8.0	6.3	11.6	25.9
4. Mammoth Cave	34.2	65.8	100.0	16.2	4.5	13.5	34.2
5. Lake Cumberland	30.9	69.1	100.0	14.7	11.8	4.4	30.9
6. Lincoln Trail	26.1	73.9	100.0	9.8	6.5	9.8	26.1
7. Louisville	18.4	81.6	100.0	4.1	6.8	7.5	18.4
8. North Kentucky	21.2	78.8	100.0	7.4	7.4	6.4	21.2
9. Fort Harrod	27.1	72.9	100.0	14.1	4.7	8.3	27.1
10. Bluegrass	31.5	68.5	100.0	12.5	8.2	10.8	31.5
11. Licking River	31.2	68.8	100.0	11.7	6.2	13.3	31.2
12. Northeast Ky.	22.2	77.8	100.0	11.9	5.6	4.7	22.2
13. Quicksand	50.0	50.0	100.0	25.0	12.5	12.5	50.0
14. Wilderness Trail	33.4	66.6	100.0	23.1	5.1	5.2	33.4

* Adds to only the percent of homemakers employed.

Table 8. — Percentage Distribution of Homemaker Club Members According to Occupations

State and Areas	OCCUPATIONS* of the Employed Club Members							
	Professional or Technical	Supervisor or Proprietor	Clerical	Operative	Household	Other (Farmer, Craftsmen, Protector, Laborer	No Employment Occupation	Total
Kentucky	7.3	1.1	11.4	1.0	5.0	1.2	73.0	100.0
1. Purchase	4.0	1.6	5.6	1.6	10.3	0.7	76.2	100.0
2. Pennyrile	8.8	1.1	9.9	1.1	5.5	2.3	71.4	100.0
3. Green River	9.8	0	10.7	1.8	2.7	.9	74.1	100.0
4. Mammoth Cave	10.8	.9	13.5	3.6	5.4	.0	65.8	100.0
5. Lake Cumberland	5.9	1.5	17.6	1.5	4.4	0.0	69.1	100.0
6. Lincoln Trail	4.3	2.2	15.3	.0	4.3	0	73.9	100.0
7. Louisville	5.4	2.0	6.1	.9	3.4	0.6	81.6	100.0
8. North Kentucky	4.6	.9	13.0	.9	1.8	.0	78.8	100.0
9. Fort Harrod	11.8	0	8.2	0	4.7	2.4	72.9	100.0
10. Bluegrass	6.0	2.2	13.0	.5	6.0	3.8	68.5	100.0
11. Licking River	9.1	0	15.6	0	3.9	2.6	68.8	100.0
12. Northeast Ky	7.4	0	5.6	0	5.6	3.6	77.8	100.0
13. Quicksand	25.0	0	12.5	0	12.5	0	50.0	100.0
14. Wilderness Trail	7.7	0	23.1	0	2.6	0	66.6	100.0

*The U. S. Census of Population (1960) definitions and descriptions of occupations were used in this survey.

of the employed women of Kentucky were in these occupations. Household occupations employed almost a fifth of the club members who worked outside the home and less than a tenth of all Kentucky women. Fewer employed homemaker club members (less than one-twentieth) were in operative occupations than was true for employed Kentucky women, of whom almost a fifth (17 percent) were in these occupations. About the same proportion (less than one-twentieth) of employed club members and of all employed women of Kentucky were in supervisory and proprietor occupations.[1/]

[1/] Other occupations including farmer, craftsman, protective and laborer account for employment of smaller percentages of women than the occupations listed above and are not discussed here. (See Table 8.)

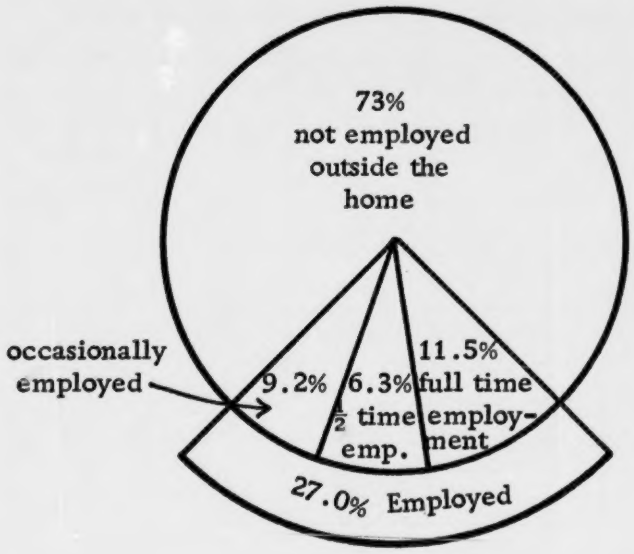

Fig. 4.-- Distribution of Homemaker Club Members, by Extent of Employment

Area Comparisons of Employment and Occupations of Homemaker Club Members

Employment.--In most of the areas the percentage of club members employed varied by less than 5 percent from the state percentage. Major exceptions were the Louisville area, where as few as 18 percent of the members were employed, and the Quicksand Area where half of them were employed.

The proportion of club members employed full time varied by area from only about 1 in 25 in Louisville to 1 in 4 in Quicksand and Wilderness Trail. Mammoth Cave had 1 in 6 of its club members working full time, and in Pennyrile, Fort Harrod, and Lake Cumberland the proportion was about 1 in 7. In the other areas the proportions ranged from 1 in 6 down to 1 in 25.

Occupation.--In most areas as in the state the clerical occupation employed the largest proportion of club members, with professional or technical occupations ranking second and household employment third (Table 8). Exceptions were found in the Purchase area where household occupations led; clerical ranked second, and professional or technical occupations were third; and the Fort Harrod, Northeast, and Quicksand areas where professional and technical occupations employed the largest proportion of club members, followed by clerical and household occupations.

The percentage of club members employed in each occupation varied by area. For example, a larger percentage of club members in the Quicksand, Fort Harrod, and Mammoth Cave areas were employed in professional and technical occupations than were employed in these occupations in any other area of the state, while the highest percentages of club members employed in clerical occupations were in the Wilderness Trail, Lake Cumberland, and Licking River areas.

It is interesting that the highest percentage of homemaker club members in household occupations were in the Quicksand and Purchase areas, which were also among the areas having the highest percentage of club members with 6th grade or less education.

Occupations of Husbands of Homemaker Club Members

More than three-fourths (78 percent) of the homemaker club members had husbands who were actively engaged in occupations. About 1 in 7 (15 percent) had no husbands and 1 in 16 (7 percent) had retired or unemployed husbands (Table 9). The

Table 9. — Percentage Distribution of Husbands of Homemaker Club Members, by Occupation

State and Areas	OCCUPATIONS									
	Prof. or Tech.	Farmers	Superu- or Proprietor	Clerical	Craftsman	Operative	Other Household, Protector Laborer-	Unemployed or Retired	No Response and No Husband	Total
Kentucky	11.4	23.3	13.3	7.4	12.4	5.9	4.6	6.9	14.8	100.00
1. Purchase	11.1	15.1	4.8	5.6	19.0	7.1	5.6	17.5	14.2	100.00
2. Pennyrile	6.6	24.2	13.2	7.7	8.8	6.6	3.3	11.0	18.6	100.00
3. Green River	7.1	28.6	10.7	9.8	8.9	10.7	2.7	8.9	12.6	100.00
4. Mammoth Cave	8.1	37.8	9.0	11.7	5.4	3.6	2.7	10.8	10.9	100.00
5. Lincoln Trail	9.8	32.6	14.1	4.3	12.0	3.3	2.2	5.4	16.3	100.00
6. Louisville	12.2	16.3	23.1	9.5	13.6	6.8	7.4	2.0	9.1	100.00
7. Fort Harrod	15.3	30.6	10.6	2.4	9.4	4.7	2.4	3.5	21.1	100.00
8. Bluegrass	20.7	23.9	14.7	6.0	6.0	1.1	8.1	3.3	16.2	100.00
9. Lake Cumberland	8.8	20.6	13.2	5.9	17.6	2.9	4.5	4.4	22.1	100.00
10. North Kentucky	12.0	16.7	14.8	11.1	20.4	4.6	2.8	4.6	13.0	100.00
11. Quicksand	6.3	12.5	6.3	6.3	12.5	12.5	18.8	6.3	18.5	100.00
12. Licking River	1.3	35.1	16.4	6.5	9.1	5.2	2.6	5.2	18.6	100.00
13. Northeast Ky.	14.8	0	7.4	5.6	25.9	16.7	5.6	9.3	14.7	100.00
14. Wilderness Trail	12.8	12.8	17.9	7.7	17.9	12.8	2.6	10.3	5.2	100.00

percentage with unemployed or retired husbands ranged from 2 percent in the Louisville area to 18 percent in the Purchase, while the proportion reporting no husbands ranged from 5 percent in the Wilderness Trail area to 22 percent in Lake Cumberland.

Statewide Comparisons of Occupations

For the state as a whole farmers constituted the largest occupational group among the husbands. About a fourth (23 percent) of the members had husbands who were farmers and more than a tenth (13 percent) had husbands who were supervisors or proprietors, some of whom were supervising farms. This occupational distribution is consistent with the rural-farm residence of a third of the homemaker club members. The next largest percentages of husbands were craftsmen (12 percent) and in professional and technical occupations (11 percent), with a smaller percentage being employed in clerical (7 percent), operative (5 percent), and "other" (5 percent) which included occupations of protective, household, and laborer work.

Compared to the occupational distribution for all Kentucky men as shown in the 1960 U. S. Census, operative occupations are greatly underrepresented among the club members' husbands, and farmers are considerably overrepresented. Other overrepresented occupations are professional and technical, and supervisory and proprietor, while craftsmen are underrepresented. In the state as a whole a little over a fifth (21 percent) were operatives, about a sixth (17 percent) were craftsmen, about a seventh (14 percent) were farmers, and almost a tenth (9 percent) were supervisors or proprietors, while professional and technical workers accounted for 7 percent and clerical for 5 percent.[1]

Area Comparisons of Occupations

Farming was the occupation of the highest percentage of husbands in eight areas--Pennyrile, Green River, Mammoth Cave, Lincoln Trail, Fort Harrod, Bluegrass, Lake Cumberland and Licking River—but the Northeast Area reported no farmer husbands at all (Table 9). The highest percentage of husbands were craftsmen in the Purchase, North Kentucky, and Northeast areas, and the occupations of craftsmen and supervisor or proprietor were of most importance in the Wilderness Trail area and other household and protective laborer followed by craftsmen, farmer, and operative were most frequent in the Quicksand area. In the Louisville area there were more supervisors and proprietors than any other occupation.

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[1] Other occupations including household, protective and laborer account for employment of smaller percentages of men and are not discussed here.

The supervisory or proprietory occupations employed the second highest percentage of husbands in the Pennyrile, Lincoln Trail, and Licking River areas and tied for second with operatives in Green River, and with professional or technical and clerical workers in the Quicksand area. The second highest percentage of husbands were employed in professional and technical occupations in the Bluegrass and Fort Harrod areas; as farmers in the Purchase, Louisville, and North Kentucky areas; as clerical workers in Mammoth Cave area; and as operatives in the Northeast area.

Tenure of Homemaker Club Membership

Statewide Comparisons of Homemaker Club Members by Years of Tenure

Two-thirds (66 percent) of Kentucky homemaker club members had belonged to a homemakers' club for five years or more (Table 10). Almost a half (46 percent) had been members more than ten years, and a sixth (17 percent) had been members 20 years or more. Only an eighth (13 percent) had belonged for less than two years and another fifth (20 percent) had been members over two years but less than five.

In terms of the tenure categories used, the 10-19-year category included more club members than any other (Figure 5). However, the median tenure fell in the 5-9-year category.

The large percentage of members with long tenure and the relatively few recent joiners are consistent with the percentage of older women among the members and with annual extension reports, which show a lack of significant growth in club membership over the past eight years.

Table 10.— Percentage Distribution of Homemaker Club Members According to Tenure

State and Areas	NUMBER YEARS HOMEMAKER CLUB MEMBER						
	Less Than 2 Years	2-4 Years	5-9 Years	10-19 Years	20 Years and Above	No Information	Total
Kentucky	13.2	20.2	19.8	29.3	16.7	.8	100.00
1. Purchase	14.3	15.1	18.3	27.8	24.6	0	100.00
2. Pennyrile	13.2	16.5	16.5	29.7	23.0	1.1	100.00
3. Green River	17.9	17.7	12.5	25.9	25.0	.8	100.00
4. Mammoth Cave	17.1	12.6	23.4	29.7	15.4	1.8	100.00
5. Lake Cumberland	13.2	33.8	19.1	29.4	4.5	.0	100.00
6. Lincoln Trail	19.6	16.3	18.5	32.6	13.0	.0	100.00
7. Louisville	10.9	24.5	22.4	29.9	11.6	.7	100.00
8. North Kentucky	18.5	15.7	23.1	28.7	12.0	2.0	100.00
9. Fort Harrod	4.7	21.2	20.0	22.4	30.6	1.1	100.00
10. Bluegrass	7.1	23.9	21.2	29.9	17.4	.5	100.00
11. Licking River	6.5	15.6	13.0	44.2	18.2	2.5	100.00
12. Northeast Ky.	16.7	25.9	25.9	29.6	1.9	.0	100.00
13. Quicksand	18.8	18.8	12.5	37.5	12.4	.0	100.00
14. Wilderness Trail	17.9	35.9	28.2	12.8	5.2	.0	100.00

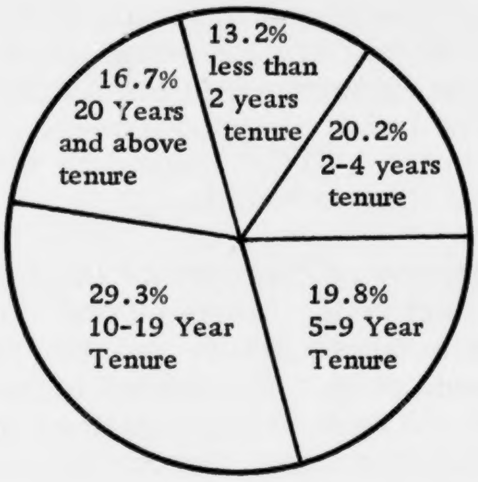

Fig. 5.-- Percentage Distribution of Homemaker Club Members, by Tenure
(No response was received from 0.8 percent of the homemaker club members; this accounts for a total of less than 100 percent in the above chart.)

Area Comparisons of Homemaker Club Members by Tenure

There was considerable variation among the areas in the tenure of members. In four areas (Purchase, Pennyrile, Green River, and Fort Harrod) a quarter or more of the members had belonged for 20 years or more, but in three areas (Lake Cumberland, Wilderness Trail, and Northeast) no more than 5 percent had 20 years' tenure. Three of the same areas (Lake Cumberland, Northeast, and Wilderness Trail) had around half of their members with 4 years or less tenure, but six (Purchase, Pennyrile, Mammoth Cave, Fort Harrod, Bluegrass, and Licking River) had only about 20 to 30 percent of the members with tenure of four years or less.

In eleven of the fourteen areas over 40 percent of the homemaker membership had more than 10 years' tenure, but in three areas (Lake Cumberland, Northeast, and Wilderness Trail) more than 40 percent had been members less than five years.

Trends In Homemaker Clubs and Membership, 1954-68

According to annual extension records both homemaker clubs and membership declined between July 1, 1954 and July 1, 1960 (Table 11). The number of homemaker clubs in the state decreased from 1,575 to 1,552, a loss of 23 clubs. There was a membership loss of over 3000 members, which reduced the state's total homemaker club membership to 26,285 in 1960.

Since 1960 there has been a small membership gain in all but one year. On January 1, 1968 there were 61 more clubs and 1,784 more members than in 1960, thus restoring slightly more than one-half of the 1954-60 membership less and more than replacing the lost clubs. However, the average membership per club is smaller than it was in 1954.

A 1958 study by Dr. Viola Hansen of the homemaker club membership in Kentucky found that the same percentage of homemakers lived in rural-farm areas (35 percent) as lived in rural-nonfarm locations (35 percent), leaving a slightly smaller percentage (31 percent) who were urban residents. Since that time the percentage of homemakers who are rural-nonfarm has decreased to 21 percent and the urban

Table 11. — Trends in Members and Numbers of Homemaker Clubs, 1954-1968*

Date	Members	Clubs
July 1, 1954	29,751	1,575
July 1, 1960	26,285	1,552
July 1, 1962	26,873	1,558
July 1, 1964	26,905	1,601
Dec. 1, 1965	27,016	1,634
Jan. 1, 1966	27,354	
Jan. 1, 1967	27,350	1,648
Jan. 1, 1968	28,069	1,613

*Taken from Annual State Homemaker Membership Reports on file at the State Extension office.

percentage has increased to 45 percent, leaving the percentage of rural-farm residents at 33 percent, almost unchanged.

There were about one-third more members in 1958 who were under 25 years of age (6 percent) than there were in 1966 (4 percent). In 1958 the percentage of homemakers who had been members 2 years or less was almost twice as high (24 percent) as the percentage who had been members 2 years or less in 1966 (13 percent). In 1958, also, a higher percentage of homemakers had been members 2-4 years (23 percent) than was true for 1966 (20 percent); correspondingly, members with 5-9 years' tenure increased almost 50 percent in the same time period. There was no change during this period in the percentage of homemakers who had 10-19 years of tenure, but the percentage who had been members 20 years or longer increased more than 50 percent.

Summary of Club Member Characteristics, and Implications

The homemaker club membership is the largest organized adult audience reached with the extension home economics program. The survey disclosed that this homemaker club membership of almost 30,000 members is also extension home economics's most effective extender of extension information to the club members and to nonmember groups and other individuals. The members of this audience have further extended that which they have been taught (knowledge, skills, leadership, and attitudes) to members of their own organization and to other groups and individuals, both youth and adult, including all income and social levels.

Characteristics of Typical Members

The typical homemaker club member is as likely to live in an urban community as she is to live on a farm or in a rural area. She tends to be 45-64 years of age and is somewhat less likely to be 25-44 years of age.

She has completed high school but is not usually a college graduate. She is married and is not likely to be divorced or separated as the average Kentucky woman. The most frequent occupation of the club member's husband is farming. She tends to have no dependent children or to have elementary grade level children and is more likely to have high school children than preschool children. She is not highly likely to be employed outside the home. If she is employed she is more likely to work half time or occasionally than full time, and the most frequent occupation is clerical, with professional or technical occupations being the second most frequent. She tends to have been a member of the homemaker's club for ten or more years rather than four years or fewer.

Membership in the homemakers organization has been gradually increasing since 1960; however, the membership is becoming more urban and older both in the age of the homemaker and in years of her membership or tenure as a homemaker club member.

Some of the most significant characteristics disclosed were the following:

(1) Homemaker club membership has not increased significantly in the past 14 years.

(2) Two-thirds of the homemaker club members have been members five years or more and almost half have been members 10 years or longer.

(3) Three-fifths of the members are 45 years or older and 4 percent are under 25 years of age. (In Kentucky 49 percent of all women are 45 years or older and over 10 percent are 20-24 years of age.)

(4) Both the average age of the members and the length of their membership in the Kentucky homemakers program has increased during the past ten years.

(5) Over half of the members have no small children at home. They have no dependent children or their children are in college.

(6) Only 18 percent of the members have preschool children, while 31 percent of the families of Kentucky have children under 6 years of age.

(7) The rural-nonfarm population has increased almost 50 percent since 1920 and rural-nonfarm residents average about 6 years younger than the rural farm or urban residents. They are more likely to be employed outside the home and a smaller proportion of the rural-nonfarm than the urban or rural farm women are homemaker club members.

(8) Fewer of the less educated and more of the better educated women belong to the Kentucky homemaker clubs. Over 20 percent of Kentucky women had sixth grade or less education but only 2 percent of the homemaker club members were of this educational level. Over two-thirds (68 percent) of the homemaker club members were high school graduates or more while less than one third (30 percent) of all women in Kentucky had this level of education.

(9) Most members (97 percent) were either married or widowed.

(10) Twenty-seven percent of the members are employed outside of the home but only 12 percent worked full time. Among former members 38 percent are employed and 23 percent worked full time. Employment was a major reason given for dropping out of the club. The employed club members were most often in white collar jobs.

(11) About a quarter of the members had husbands who were farmers. This was the most frequent occupational category of the husbands, and supervisors

and proprietors, craftsmen, and professional and technical were the categories next most frequent.

(12) The women least represented in the homemaker club membership were:

a. Rural-nonfarm women;
b. Young homemakers and mothers;
c. Women employed outside the home;
d. Women with less than a high school education, particularly those with 6th grade or less education.

Implications and Future Directions

If the extension home economics program is to remain a productive and growing educational organization it must be able to meet the changing needs of the families and individuals in both the rural and urban areas of the state.

Greater emphasis should be placed upon reaching some of the audiences which have been least reached in the past, especially older teenagers, young married couples, young mothers, rural-nonfarm families, employed women, and the less educated, who also tend to be the lower income families. Many of these audiences may need to be reached by methods other than, or in addition to, group meetings.

Present extension organizations which develop leaders who teach and extend extension education to others should be strengthened. A minimum of professional extension time is required to prepare the leaders and members of these organizations for conducting an educational program for the members of their own group as well as for extending extension's educational services to many other existing groups and to new audiences.

If the homemaker club is to remain in existence and become a dynamic organization it must attract new members.

The homemakers club should be an organization through which women and families of all ages receive family living and home economics education to meet their needs. The tenure and ages of club members indicate that the present homemakers club program meets the needs of the older women better than those of the younger women. Possibly the program has been unconsciously structured to meet the educational and social needs and the interests and time schedule of older women. This implies a need for an evaluation in relationship to the needs and interests of all the women of the community whom the club should be servicing. The wide range of characteristics of the club members and the traditional procedure of planning a common monthly meeting program for the total club membership creates difficulty in meeting the needs and interests of all. Attention needs to be given to a different kind of planning and programming in the future. (Refer to "Implications and Future Directions" in the section which follows on "Methods Through Which Audiences Were Reached.")

The large percentage of young marriages and the many problems which threaten the stability of young families indicate that the influence of the homemakers club is needed by the young homemakers. Divorced or separated women may need to be given some special attention, in that they appear to be underrepresented in the club membership and they obviously have some special needs.

The rapid increase in the percentage of senior citizens in our population and the benefits which the survey suggests that older women are receiving from the homemakers club program suggest that extension home economics should continue to serve the older homemakers. The older homemaker club member who has received training over many years and does not have the responsibility of small children can be a very valuable leader and educator in her family, club, community, state, and nation. (Refer to the "Implication" statements in the leadership section of this report, which follows.)

Increasingly large numbers of agencies, businesses, and organizations compete for the family member's time and money in exchange for information, goods, or services. A small percentage of such agencies, businesses and organizations were reported as having been reached by the extension home economics program. This implies a need for improved cooperation between extension home economics and these groups, especially with agencies whose objectives are similar to those of extension home economics and with business people to whom families turn for home economics related information, guidance, and service -- such as home builders, supply dealers, kitchen planning centers, and salesmen of clothing, home furnishings, household equipment and food, including public food service and restaurant operators.

METHODS THROUGH WHICH PEOPLE WERE REACHED

The extension home economics program attempts to reach and influence both the homemaker club member and other women through many different communication channels. Naturally the club members have more opportunity for in-depth instruction through group meetings and workshops, while nonmembers usually receive most of the information that they get through personal contact with the extension agent or a club member, or through mass media.

The data provided by the extension agents in the mail survey and the personal interviews with a sample of club members and nonmembers provide two different measures of the numbers and types of people reached by the various methods and the effectiveness of the several channels.

The agents' reports (Table 12) that substantial numbers of persons are reached by each method or channel used, were confirmed by interviews with club members, former members, and nonmembers (Table 13). In the case of every method checked on, half to three-quarters or more of the club members in the state said they had received information in this way. Nearly as large proportions of the former members also said they had received information through these methods, and substantial numbers of the women who had never been members also reported contact through each channel. The pattern of information receiving reported by former members was more similar to that of the members than to that of the nonmembers. Thus it appears clear that former members tend to remain in contact with the Cooperative Extension Service and to receive information by methods other than through attending club meetings.

Statewide Extension Methods

The principal methods which extension agents report using to reach families with home economics information included group meetings and activities; individual contacts through home and office visits; conferences, telephone, and letters; and the following mass media: radio, television, newspapers, displays, exhibits, and publications distributed from pegboards and bulletin boards. Table 12 shows the number of persons reached in 1965 by each of the above methods in 113 of Kentucky's 120 counties, and Table 13 shows the percentage of club members, nonmembers, and former members who say they were reached by mass media and individual methods.

Table 12. — Methods Through Which Home Economics Extension Agents Reported They Reached Audiences in 1965

State and Areas	Group Meetings			Persons Reached by Individual Contacts		Number of Different People Reached By Group and Individual Contacts	Mass Media Methods			
							Radio		Television	
	Different Audiences Reached	Total Meetings	Total Attendance	Personal Contacts	Letters		Number of Progs.	Potential Number of Persons Reached	Number of Progs.	Potential Number of Persons Reached
Kentucky	15, 734	45, 717	1, 903, 350	237, 870	386, 173	356, 128	8, 147	4, 009, 749	179	967, 550
1. Purchase	379	2, 804	55, 297	15, 501	30, 861	28, 175	408	51. 150	2	850
2. Pennyrile	650	2, 584	45, 544	42, 500	51, 145	38, 970	307	11, 900	—	—
3. Green River	313	3, 188	114, 242	11. 574	19, 057	11, 464	337	188, 420	44	85. 000
4. Mammoth Cave	2, 006	3, 942	58, 526	34, 418	47, 064	45, 620	2, 873	1, 049, 500	25	4, 500
5. Lake Cumberland	665	3, 870	93, 052	9, 313	25, 376	28, 272	929	102, 200	—	—
6. Lincoln Trail	446	4, 287	46, 266	8, 549	25, 970	15, 646	578	199, 570	—	—
7. Louisville	390	3, 035	53, 897	17, 128	14, 699	25, 952	25	854, 400	46	702. 200
8. North Kentucky	2, 894	3, 109	331, 767	12, 940	17, 931	11, 770	30	20. 195	—	—
9. Fort Harrod	511	2, 933	251. 803	14, 446	23, 891	14, 911	417	44. 900	30	116, 000
10. Bluegrass	1, 074	5, 758	534, 256	33, 500	49, 325	31. 865	275	58, 700	26	9, 000
11. Licking River	4, 547	5, 096	141, 015	17, 760	32, 181	39. 957	397	690, 000	6	50, 000
12. Northeast Ky.	1, 250	2, 117	35, 331	8, 854	14. 964	16. 937	347	185, 000	—	—
13. Quicksand	214	1, 200	21, 137	4, 631	23, 035	29. 277	447	69, 025	—	—
14. Wilderness Trail	395	1. 794	121. 217	6. 756	10. 674	17. 312	777	84. 789	—	—

Table 12. — Continued

State and Areas	Mass Media Methods. Continued							
	Newspaper		Displays and Exhibits		Peg Boards and Bulletin Racks			Other Media
	Number of News Articles	Potential Number of Persons Reached	Number Displays and Exhibits	Potential Number of Persons Reached	Number of Boards or Racks	Number of Publications Distributed	Potential Number of Different Persons Reached	Number of Persons Reached
Kentucky	10, 294	7, 298, 445	818	178, 122	270	130. 960	64. 079	87. 864
1. Purchase	969	45, 400	43	13. 272	29	16. 386	10. 586	825
2. Pennyrile	570	40, 800	28	8, 155	22	9. 390	4. 030	3. 850
3. Green River	381	58. 494	40	18, 620	27	7. 840	5. 565	135
4. Mammoth Cave	2. 260	40, 675	70	33. 100	25	23. 369	12. 060	7. 387
5. Lake Cumberland	1, 092	97, 175	35	6. 250	21	15. 249	4. 030	—
6. Lincoln Trail	669	35, 000	39	7. 042	11	8. 150	3. 815	20. 125
7. Louisville	379	19. 000	177	12. 900	40	15. 050	7. 540	3. 300
8. North Kentucky	499	6. 768, 650	21	5. 514	28	11. 694	3. 837	—
9. Fort Harrod	1. 215	41. 911	25	22. 423	12	2. 642	1. 741	—
10. Bluegrass	528	34. 635	54	17. 250	13	5. 179	2. 622	560
11. Licking River	856	33. 150	61	18. 320	19	5. 810	3. 894	—
12. Northeast Ky.	422	19. 975	7	9. 900	8	3. 514	1. 652	16. 068
13. Quicksand	248	13. 350	124	3. 376	6	4. 219	4. 939	5. 379
14. Wilderness Trail	206	50. 230	94	2. 000	9	2. 468	1. 605	555

Group and Individual Contacts

The extension agents reported 43 target audiences which, in Table 1, were grouped into 13 types of audiences. The agents report that during 1965 these included 15,734 clubs or groups which held 45,717 meetings with a total audience of 1,903,350 persons (Table 12). The agents reported 237,870 personal contacts by such means as home and office visits, conferences, and telephone conversations. These include those reached by club members and other lay leaders as well as those reached by professional extension personnel. The agents also reported mailing out 386,173 letters. Of course the same person often attended several meetings, received several letters, and had one or more personal contacts, so that there are many duplications in the above figures. The agents estimate that they reached 356,128 different people during the year by group and individual contacts, not including mass media.

Personal Contacts:

Two-thirds (66 percent) of the homemaker club members interviewed, three-sevenths (43 percent) of the former members, and an eighth (13 percent) of the nonmembers said they had received home economics information directly from the home economics extension agents through home visits, office calls, or conferences (Table 13). Almost three-fourths (72 percent) of the members, about three-fifths (61 percent) of the former members, and two-fifths (42 percent) of the nonmembers received extension home economics information through extension leaders, homemaker club members, 4-H club leaders, or participants in workshops and special interest groups.

Two-thirds (68 percent) of the club members, half (49 percent) of the former members, and a quarter (23 percent) of the nonmembers said they received home economics information by telephone from an extension agent, leader, or participant.

Correspondence:

More than four-fifths (84 percent) of the members, one-fifth (20 percent) of the nonmembers, and over half (53 percent) of the former members said they had received extension home economics information by letter.

Radio:

A total of 8,147 radio programs containing home economics information were presented by area extension home economics agents and extension home economics leaders in 1965. The agents estimated the total potential audience as 4,009,749 persons, but there are many duplications in this number, since most areas are reached by more than one station and the same people are counted in the audience of each station reaching the area.

Persons who lived in other states within range of the various Kentucky radio stations are also included.

The extension radio programs included 20 that were broadcast five or six days per week; the majority of the others were weekly programs.

About three-fourths (71 percent) of the members, half (53 percent) of the nonmembers, and two-thirds (65 percent) of the former members said they received extension home economics information by radio.

Table 13.— Percentage of Homemaker Club Members, Nonmembers, and Former Members Who Reported Receiving Extension Home Economics Information Through Various Media

State and Areas	MEDIA														
	Radio			Television			Newspaper			Telephone			Letter		
	Hm Mbrs.	Non Mbrs.	Former Mbrs.	Hm Mbrs.	Non Mbrs.	Former Mbrs.	Hm Mbrs.	Non Mbrs.	Former Mbrs.	Hm Mbrs.	Non Mbrs.	Former Mbrs.	Hm Mbrs.	Non Mbrs.	Former Mbrs.
Kentucky	70.7	52.5	65.1	60.8	44.4	53.0	88.1	67.7	80.8	67.9	23.3	48.9	83.7	19.9	53.0
1. Purchase	71.4	51.9	64.1	59.5	40.3	56.4	91.3	75.3	82.1	71.4	22.1	59.0	88.1	18.2	51.3
2. Pennyrile	79.1	56.9	72.7	59.3	43.1	50.0	94.5	74.1	90.9	74.7	22.4	45.5	86.8	24.1	54.5
3. Green River	63.4	32.9	48.1	74.1	50.6	70.4	88.4	64.7	88.9	63.4	20.0	29.6	72.0	14.1	33.3
4. Mammoth Cave	76.6	57.3	72.7	36.0	30.5	45.5	88.3	62.2	81.8	72.1	20.7	50.0	91.0	12.2	45.5
5. Lake Cumberland	82.4	54.7	85.7	38.2	18.9	28.6	89.7	56.6	85.7	52.9	13.2	42.9	88.2	13.2	57.1
6. Lincoln Trail	81.5	63.2	79.2	78.3	55.9	83.3	95.7	64.7	91.7	69.6	25.0	70.8	90.2	25.0	66.7
7. Louisville	70.4	51.7	63.0	81.6	62.9	63.0	82.3	67.2	66.7	66.7	22.4	40.7	73.5	19.8	33.3
8. North Kentucky	45.4	37.2	40.9	30.6	20.9	18.2	81.5	69.8	72.7	55.6	19.8	31.8	98.7	20.9	54.5
9. Fort Harrod	74.1	61.0	54.3	75.3	54.2	45.8	88.2	66.1	66.7	81.2	28.8	41.7	88.2	20.3	50.0
10. Bluegrass	63.0	52.6	60.9	77.7	54.1	63.0	87.5	66.7	82.6	72.8	25.2	52.2	76.6	19.3	52.2
11. Licking River	85.7	62.7	80.8	44.2	37.3	34.6	87.0	72.5	69.2	72.7	35.3	61.5	89.6	33.3	76.9
12. Northeast Ky.	70.4	56.1	91.7	75.9	53.7	75.0	94.4	75.6	91.7	57.4	29.3	66.7	70.4	26.8	66.7
13. Quicksand	75.0	64.3	50.0	18.8	21.4	0	81.3	64.3	50.0	50.0	21.4	0	62.5	21.4	50.0
14. Wilderness Trail	74.4	62.5	50.0	23.1	37.5	16.7	79.5	70.8	66.7	64.1	25.0	50.0	87.2	20.8	66.7

Table 13.— Continued

State and Areas	MEDIA											
	Home Visits Office Calls by Extension Agents			Personal Contact With Homemakers, Leaders and Members and other Extension Leaders			Extension Publications and Bulletins			Other		
	Hm Mbrs.	Non Mbrs.	Former Mbrs.	Hm Mbrs.	Non Mbrs.	Former Mbrs.	Hm Mbrs.	Non Mbrs.	Former Mbrs.	Hm Mbrs.	Non Mbrs.	Former Mbrs.
Kentucky	66.3	13.2	42.9	72.3	42.1	61.0	92.5	33.5	65.1	9.1	4.3	7.0
1. Purchase	68.3	15.6	48.7	72.2	40.3	66.7	96.8	35.1	76.9	4.8	0	0
2. Pennyrile	70.3	15.5	40.9	75.8	37.9	59.1	96.7	37.9	59.1	12.1	5.2	4.5
3. Green River	63.4	15.3	51.9	63.4	31.8	48.1	94.6	27.1	63.0	8.0	4.7	11.1
4. Mammoth Cave	73.9	13.4	31.8	73.9	39.0	50.0	96.4	30.5	63.6	8.1	3.7	0
5. Lake Cumberland	67.6	7.5	42.9	75.0	32.1	64.3	100	35.8	64.3	8.8	1.9	7.1
6. Lincoln Trail	70.7	11.8	45.8	71.7	39.7	66.7	91.3	36.8	70.8	12.0	2.9	16.7
7. Louisville	55.8	7.8	33.3	70.7	44.8	63.0	90.5	30.2	44.4	10.9	5.2	0
8. North Kentucky	56.5	9.3	40.9	69.4	37.2	72.7	86.1	25.6	63.6	5.6	3.5	9.1
9. Fort Harrod	74.1	8.5	45.8	72.9	37.3	41.7	90.6	20.3	58.3	3.5	0	0
10. Bluegrass	66.8	15.6	46.3	69.0	50.4	60.9	89.1	37.0	60.9	12.5	5.9	8.7
11. Licking River	77.9	19.6	57.7	87.0	68.6	61.5	98.7	56.9	76.9	13.0	13.7	15.4
12. Northeast Ky.	66.1	22.0	33.3	79.6	39.0	75.0	92.6	36.6	75.0	5.6	7.3	16.7
13. Quicksand	56.3	21.4	50.0	56.3	50.0	50.0	56.5	35.7	50.0	12.5	50.0	0
14. Wilderness Trail	59.0	12.5	16.7	76.9	50.0	83.3	87.2	37.5	66.7	10.3	4.2	16.7

Television:

There were 179 television programs reported by agents, with an estimated audience of 967, 550. This was only one-fourth the claimed audience for the extension home economics radio programs, yet almost as many women said they had received information by television as said they had been reached by radio. Three-fifths of the members, (61 percent) two-fifths (44.4 percent) of the nonmembers, and half (53 percent) of the former members said they were reached by television.

Newspapers:

The estimated audience for extension home economics information published in newspapers was larger than for any other method of reaching people--almost twice as large as the estimated radio audience. The 113 different counties reported a total of 10, 294 articles published in weekly and daily newspapers, with an estimated readership of 7, 298, 445 which contains duplications since many people received more than one newspaper and the same people were counted in the circulation of each newspaper carrying extension news.

In general, more women reported getting extension information from the newspapers than from any other source. Homemaker club members were a little more likely to have gotten information from extension bulletins and other publications than from newspapers, but for former members and nonmembers newspapers were by far the most frequent source. About nine-tenths (88 percent) of the members, two-thirds (68 percent) of the nonmembers, and eight-tenths (81 percent) of the former members said they had received home economics information from newspapers. This of course does not indicate how much information was received or how good it was, but only that most women said they got extension home economics information from newspapers.

Displays, Exhibits, Peg Boards, and Publications

Extension agents reported 818 displays and exhibits which reached 178, 122 persons in 1965 with home economics information, while 130, 960 publications were distributed to 64, 079 different people from peg boards and bulletin racks. Many of these publications were directed to the working women, and peg boards were maintained in public places frequented by women, such as laundramats, factories, and other places employing women. Homemaker club members and extension leaders worked with the extension agents to keep the peg boards supplied with timely information to meet the needs of the audience to which the educational service was directed.

Extension publications and bulletins appeared to be an important source of timely home economics information for the former homemaker club member. Once they had learned of extension's program and its value to the homemaker, they tended to keep in contact with this educational service. Many former members said they had to drop out of the homemakers club because of employment outside the home or increased family or community responsibility, but they were still interested in learning of improved homemaking ideas and the most recent developments in consumer education, science, and other knowledge affecting their families. About two-thirds (65 percent) of the former members received extension home economics bulletins and publications, compared to one-third (34 percent) of the nonmembers and 93 percent of the homemaker club members.

Other

During 1965, a total of 87,864 persons were reported reached by methods other than, or in addition to, those already discussed. These included special activities on the county or state levels, such as camps and fairs.

Almost a tenth (9 percent) of the homemaker club members, 4 percent of the nonmembers, and 7 percent of the former members were reached through methods other than those discussed above.

Variations in Educational Methods, by Areas

Homemakers were reached in each area of the state by all of the extension educational methods discussed above for the state as a whole. The ratio of nonmembers and former members to homemaker club members reached by each method was about the same in each area as on the statewide basis. Certain methods were more important or were used more in some areas than in others. For example, a larger percentage of persons were reached by television in the Louisville, Bluegrass and Green River areas than in any of the other areas. Television was the only statewide educational method which was not used by the extension personnel in all areas of the state. Extension personnel in seven of the fourteen extension areas presented television programs in 1965, but women in all areas received extension home economics information by television. The percentage of women receiving home economics information by television tended to be smaller in areas where local extension agents did not present television programs. These areas also were generally the most distant from the television studios.

Summary of Methods Used, and Implications

With regard to every method used, whether mass media or group or personal contacts, larger proportions of club members than of former members and of nonmembers reported receiving information through that channel (Figure 6). It seems clear that homemaker club membership influences women toward seeking, being attentive to, and receiving extension information more often and in more different ways.

With regard to every method used and in practically all extension areas, former club members more often said they received home economics information through that channel than did women who had never been members. It seems clear that the influence of membership continues after the affiliation is terminated.

As might be expected, the patterns of the three groups in receiving information were much more similar with regard to the mass media than for personal and group contacts. Former members and nonmembers were not very different from current members with regard to the frequency of receiving information through the mass media, but five times as many members as nonmembers said they got information by direct contact with the extension agent.

The sources of information mentioned by the most members were extension publications, newspapers, and letters. The smallest number mentioned television.

The sources mentioned most by the former members were newspapers, radio, and extension publications, while personal contact with the extension agent (home or office visit) was mentioned least often.

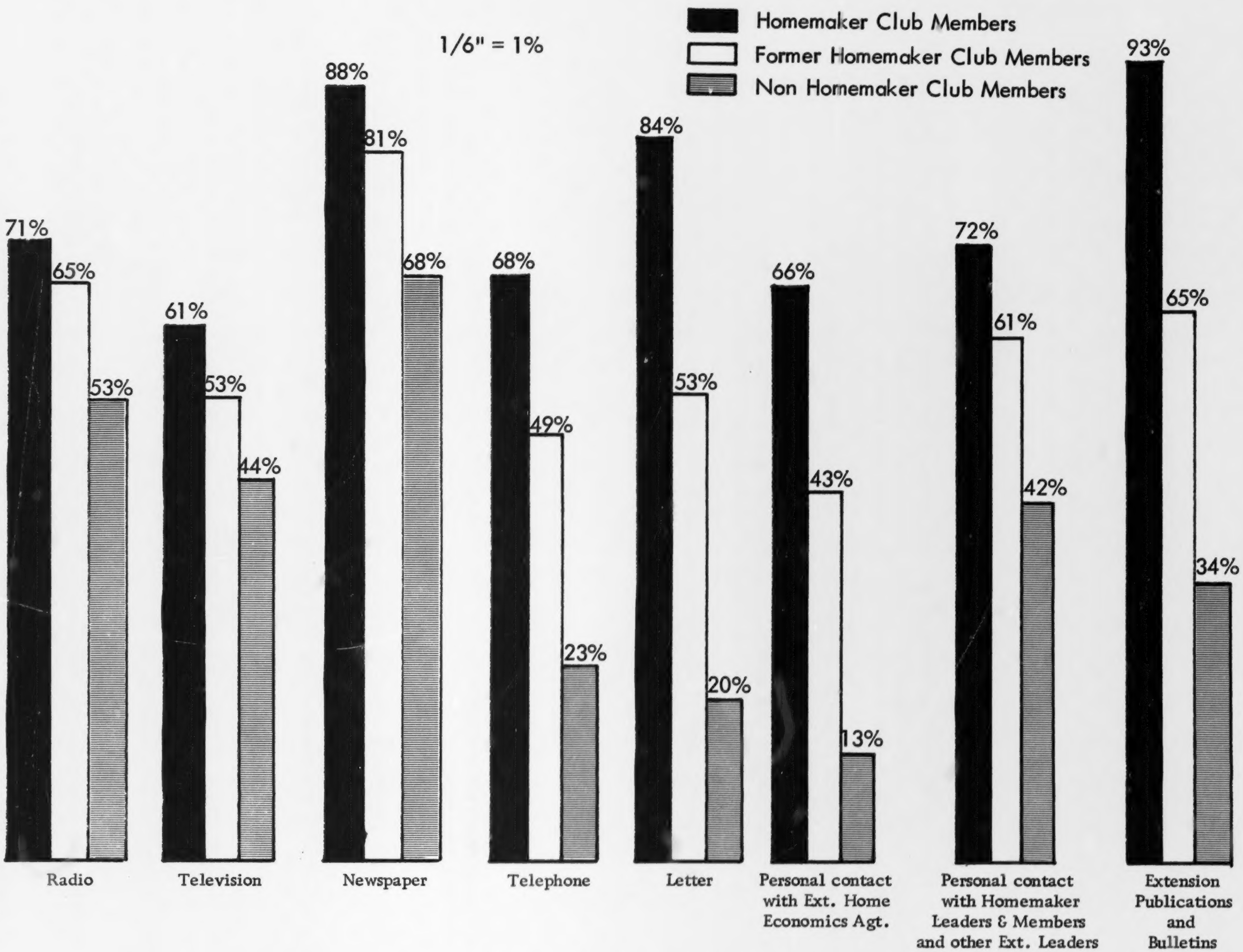

Fig. 6.-- Percentage Distribution of Homemaker Club Members, Former Members, and Non-members Who Said They Received Extension Home Economics Information Through Various Media

The sources mentioned by the most nonmembers were all mass media--newspapers, radio, and television, while personal contact with the agent was mentioned by the fewest.

Even though the nonmembers were chosen for the survey because they were not homemaker club members, and had not been reached as regular participants in the extension home economics program, the influence of Cooperative Extension was seen upon these nonmembers in the following ways:

(1) Over half of them had received extension home economics information by radio.
(2) Almost half had received such information by television.
(3) Two-thirds had received this information by newspapers.
(4) Over two-fifths had been reached with extension home economics information by an individual other than the extension agent.
(5) A third had received extension bulletins.
(6) A fourth had participated in the 4-H club program.
(7) About a sixth participated in county youth or adult extension events.

Responses relative to home economics and family living information received by these women indicate that had it not been for the extension home economics program more than two-thirds of the women interviewed would not have received home economics or family living information, or training from educational sources.

Implications and Future Directions:

The home economics program of the Kentucky Cooperative Extension Service has influenced both homemaker club members and nonmembers; however, the homemaker club members have received the greater benefits due to their participation in the educational experiences and programs provided through Cooperative Extension. Awareness of available educational services appeared to influence both members and nonmembers to keep in touch with Cooperative Extension through various methods. Since awareness and participation appear to be related this implies that:

(1) Extension home economics needs to improve upon methods of making people aware of their needs and the resources and educational opportunities available to them. This emphasizes the need for an improved public information program to create awareness and understanding and to inform people of the value of the extension home economics program and the many educational opportunities which it offers to adults, youth, and families.

(2) The large percentage of persons in this survey who received home economics information by mass media methods implies a need for expanded and well-planned mass media programs and services, which in turn means that the extension worker and leader would give higher priority to teaching by mass media methods than they have in the past.

Since many people who are not interested or are unable to meet in groups can be reached through programs presented by mass media, attention should be given to building learning experiences into mass media programs and activities. Methods and techniques should be planned to reach audiences who do not meet in groups as well as those who do meet in groups. The audience to be reached and the needs of that audience should be identified before subject matter is taught by any method. Greater emphasis should be placed on planning and using educational methods which best meet the needs of the audience to be served.

Radio and television programs (including educational television), newspaper stories, and other mass media teaching methods as well as group teaching content should be designed to meet the needs of the particular audience to which the information is directed.

(3) Plans should be developed to use the most effective methods of promoting the objectives of Cooperative Extension's relationships with other groups, agencies, and organizations, including business people who pass information to families.

(5) Priority should be given to improving and expanding group instruction and organization and leadership development methods and techniques. Both the older and younger, and the most experienced and least experienced members of the group or homemakers club, should receive educational help to meet their needs most effectively.

LEADERSHIP DEVELOPMENT, MEMBERSHIP, AND PARTICIPATION

There was a positive relationship between participation in the extension program and leadership development. The homemaker club members who were closely associated with the extension home economics program displayed stronger participation and leadership both in activities related to Cooperative Extension and in other activities not so related, than either the nonmembers or the former homemaker club members. The participation and leadership roles of the former members were much greater than those of the nonmembers.

Comparison of Leadership, by Audiences

Statewide Leadership and Participation

Leadership in the various target audiences was related to the number of persons reached in each audience. The survey of extension agents disclosed that a larger number of leaders functioned with the homemaker club membership than with any other audience, and these accounted for about two-thirds (62 percent) of all the leaders functioning with audiences listed in Table 14.

The second largest audience was 4-H youth. This program accounted for over a fifth (21 percent) of all target audience leadership.

The third largest percentage of leaders (5 percent) was with families and individuals having special interests or problems, while the fourth largest percentage (3 percent) assisted in reaching low income families and individuals with home economics and family living information.

Fewer than a tenth of all the functioning leaders were found in all the other target audiences. According to extension reports many of the leaders functioning with these target audiences, especially in the case of the low income families, were homemaker club members. Homemaker club members' survey responses show that over four-fifths (77 percent) of the homemaker club members who served as leaders rated their leadership experiences as being of "very much" value, while almost a fifth (19

Table 14. — Number and Percentage Distribution of Leaders Functioning in the 1965 Extension Home Economics Program, by Target Audiences

Target Audiences Where Leaders Functioned	NUMBERS AND PERCENTAGE OF LEADERS BY EXTENSION AREAS															
	Kentucky		Purchase		Pennyrile		Green River		Mammoth Cave		Lake Cumberland		Lincoln Trail		Louisville	
	no.	%	no.	%	no.	%	no.	%	no.	%	no.	%	no.	%	no.	%
1. Homemaker Club Members	33, 153	61.6	5, 717	87.7	3, 340	68.7	2, 470	73.8	3, 192	67.0	1943	69.2	1316	57.6	3246	60.6
2. 4-H Participants	11, 200	20.9	521	8.0	752	15.5	673	20.1	844	17.7	542	19.2	262	11.5	1743	32.5
3. Low Income Families	1, 608	3.0	69	1.1	130	2.0	86	2.6	141	3.0	56	2.0	248	10.8	61	1.2
4. Young Adults, Brides and Parents of Young Children	1, 063	2.0	16	.3	47	2.7	41	1.2	23	.5	44	1.6	145	6.3	34	.6
5. Employed Women	323	.6	0	0	22	.5	0	0	0	0	22	.8	26	1.2	35	.7
6. Home Industry and Craft Workers	197	.4	8	.1	32	.7	32	1.0	4	.1	18	.6	12	.5	10	.1
7. Members of Community Development Organization	751	1.4	88	1.3	38	.8	7	.2	120	2.5	51	1.8	18	.8	40	.8
8. Federated Women's Club Members	309	.6	20	.3	0	0	3	.1	30	.6	43	1.5	25	1.1	4	.1
9. Church Groups	207	.4	0	0	12	.2	4	.1	37	.8	0	0	30	1.3	13	.3
10. P. T. A. and School Groups	359	.7	3	.0	24	.5	5	.1	32	.7	7	.2	18	.8	33	.6
11. Families and Individuals with Special Interests and Problems	2, 805	5.2	40	.6	195	4.0	18	.5	13	.3	40	1.4	13	.6	46	.7
12. Special Interest Group Members	97	.2	0	0	53	1.1	0	0	28	.6	0	0	0	0	0	0
13. Other Audiences	1, 632	3.0	38	.6	209	4.3	6	.2	307	6.4	43	1.5	171	2.5	97	1.8
Total	53, 704	100.0	6, 520	100.0	4, 854	100.0	3, 345	100.0	4, 771	100.0	2809	100.0	5356	100.0	5356	100.0

Table 14. — Continued

Target Audiences Where Leaders Functioned	NUMBERS AND PERCENTAGE OF LEADERS BY EXTENSION AREAS													
	North Kentucky		Fort Harrod		Bluegrass		Licking River		Northeast Kentucky		Quicksand		Wilderness Trail	
	no.	%	no.	%	no.	%	no.	%	no.	%	no.	%	no.	%
1. Homemaker Club Members	1905	35.7	1702	62.6	5612	67.2	1407	43.6	535	25.5	247	51.9	521	33.5
2. 4-H Participants	879	16.5	513	18.9	1621	19.4	1005	31.2	1227	58.5	93	19.5	525	33.8
3. Low Income Families	72	1.4	43	1.6	209	2.5	84	2.6	98	4.7	38	8.0	273	17.6
4. Young Adults, Brides and Parents of Young Children	256	4.8	87	3.2	261	3.1	88	2.7	11	.5	0	0	10	.6
5. Employed Women	0	0	42	1.5	129	1.5	44	1.4	0	0	3	.6	0	0
6. Home Industry and Craft Workers	0	0	1	0	3	0	29	.9	12	.6	3	.6	33	2.1
7. Members of Community Development Organization	20	.4	41	1.5	89	1.1	75	2.3	62	3.0	59	12.4	43	2.8
8. Federated Women's Club Members	20	.4	12	.4	28	.3	64	2.0	51	2.4	3	.6	6	.4
9. Church Groups	1	0	13	.5	2	0	61	1.9	15	.7	4	.8	15	1.0
10. P. T. A. and School Groups	13	.2	58	2.1	105	1.3	38	.2	12	.6	5	1.1	6	.4
11. Families and Individuals with Special Interests and Problems	2166	40.5	65	2.4	22	.3	54	1.7	18	.9	10	2.1	111	7.1
12. Special Interest Group Members	0	0	0	0	0	0	16	.5	0	0	0	0	0	0
13. Other Audiences	9	.2	138	5.1	276	3.3	260	8.1	56	2.7	11	2.3	11	.7
Total	5341	100.0	2715	100.0	8357	100.0	3225	100.0	2097	100.0	476	100.0	1554	100.0

percent) rated their leadership experiences as of "some" value. Fewer than a twentieth (4 percent) said their experiences were of "very little" value. Homemaker club members did not limit their leadership roles to the homemaker club organization; rather, the influence of their leadership was found in many other groups and organizations.

Area Leadership and Participation

Comparison of Area Leadership by Audiences with State and Between Areas.--The largest percentage of leadership in the areas tended to function in those audiences containing the largest number of persons. In most areas the largest percentage of leaders functioned with the homemaker clubs and the second largest percentage with 4-H participants. There were exceptions, however, including the following:

The largest percentage (41 percent) of functioning leaders in the North Kentucky area was with the families and individuals with special interests and problems; the second largest percentage (36 percent) was with the homemaker club membership; and the third largest percentage (17 percent) was with 4-H participants (Table 14).

In Northeast Kentucky the largest percentage (59 percent) of leaders was with the 4-H participants and the second largest percentage (26 percent) was with the homemaker club members. Low income families had the third largest percentage (5 percent) of leaders.

The Wilderness Trail area had an equal percentage (34 percent) of leaders functioning with the homemaker club membership and with the 4-H participants. The next largest percentage (18 percent) was with low income families.

A comparison, in each area, of leadership participation by audiences other than homemaker club members and 4-H participants, shows that the two audiences with the largest percentages of leaders in each area include: families and individuals with special interests in the Pennyrile, North Kentucky, Fort Harrod, and Wilderness Trail areas; low income families in the Purchase, Green River, Mammoth Cave, Lake Cumberland, Lincoln Trail, Louisville, Bluegrass, Licking River, Northeast Kentucky, Quicksand, and Wilderness Trail areas; young adults, brides, and parents of young children in the Pennyrile, Green River, Lincoln Trail, North Kentucky, Fort Harrod, Bluegrass, and Licking River areas; and the members of community development organizations in the Purchase, Mammoth Cave, Lake Cumberland, Louisville, Northeast Kentucky, and Quicksand areas.

The areas with largest percentage of leaders working with low income families were the Wilderness Trail, Lincoln Trail, and Quicksand areas, while the areas having the largest percentage of leaders working with young adults, brides, and parents of young children were the Lincoln Trail, North Kentucky, Fort Harrod, and Bluegrass areas. The areas with the largest percentage of community development leaders were the Quicksand, Northeast Kentucky, Wilderness Trail, Mammoth Cave, and Licking River areas.

Comparison of Participation in Extension Organizations and Groups

Statewide Comparison

A larger percentage of homemaker club members than of either nonmembers or former members participated in extension organizations and groups, and a larger percentage of former members than of nonmembers participated. When homemaker club members, nonmembers, and former members were compared (Table 15) in relation to eleven different extension groups and activities, not including homemaker clubs, it was found that the percentage of homemaker club members who participated ranged from one-and-a-half to thirty times that of the nonmembers, and from the same percentage to more than three times that of the former members.

Homemaker club members were involved in many extension activities in addition to their homemaker club participation. Four-fifths (81 percent) of them received extension education and guidance which contributed to major improvements in their home, their farm, or their family life. Almost three-fourths (74 percent) took part in county events and activities such as annual meetings, fairs, field days, and achievement days, and almost half (46 percent) took part in district or area and state activities, such as annual meetings, camps, and other events. Almost half (44 percent) participated in home economics meetings such as workshops; two-fifths (40 percent) participated in the 4-H club program. More than a third (35 percent) were involved in community or county program planning meetings, and more than a fourth of the club members were former members of 4-H clubs, county extension councils, or 4-H councils, or had been adult 4-H leaders or participants in agricultural meetings or activities. Half (53 percent) of the former homemaker club members had received extension education or guidance which contributed to major improvements in the home, on the farm, or in family life. Almost half (49 percent) had participated in county events, annual days, fairs, etc.; over a fourth (26 percent) had been 4-H club members; and two-fifths (40 percent) participated in the 4-H club program. More than a fourth (26 percent) of the former members had participated in extension home economics meetings such as workshops, and almost a fourth (24 percent) had participated in district and state events, or agricultural meetings and activities. Fewer nonmembers than either club members or former members participated in each extension activity, but a fourth (24 percent of the nonmembers had participated in 4-H clubs, and over a sixth (17 percent) had been 4-H club members. Almost the same number (16 percent) had participated in county extension events and activities. More than a tenth (13 percent) had received extension guidance contributing to major improvements in their home, their farm, or their family life. Almost a tenth (9 percent) participated in home economics meetings such as workshops or special interest meetings. Fewer than a tenth participated in all other extension activities combined.

The homemaker club members, nonmembers, and former members were more alike in 4-H club membership and participation, adult leadership, and agricultural meetings and activities than in their participation in any of the other activities. However the participation of the former member was more like that of the homemaker club members than of the nonmembers in each of the activities.

Area Participation

The areas, like the state, had a large percentage of homemaker club members participating in extension activities and events than either nonmember or former members. A larger percentage of former members participated than of nonmembers (Table 15).

The area percentage of participation and activities of homemaker club members, and former members received extension education or guidance contributing to major improvements in home, on the farm, and in family living than in any other area of participation. The second largest percentage of homemaker club members and former members participated in county events and the third largest percentage of club members participated in district and state events, while the third largest percentage of former

Table 15. — Percentage of Homemaker Club Members, Nonmembers and Former Members Participating in Extension Activities or Belonging to Extension Organizations Other Than Homemaker Club

State and Areas	PARTICIPATION AND MEMBERSHIP														
	4-H Club Participation (Present or Past Member, Leader or Other)			Agricultural Meetings or Activities			Home Economics Meetings other than Homemakers			Participated in County Extension Council or 4-H Council			Community or County program planning meeting		
	Hm	Non	Former	Hm	Non	Former	Hm	Non	Former	Hm	Non	Former	Hm	Non	Former
Kentucky	40.0	24.4	40.0	26.3	8.4	23.5	43.7	9.0	25.7	27.3	.9	8.3	35.4	3.2	16.8
1. Purchase	45.2	33.8	51.3	25.4	10.4	25.6	54.8	9.1	28.2	23.8	2.6	5.1	47.1	6.5	28.2
2. Pennyrile	42.9	27.6	45.5	35.2	8.6	45.5	46.2	10.3	22.7	35.2	0	4.5	46.2	1.7	9.1
3. Green River	44.6	20.0	44.4	22.3	7.1	18.5	43.8	11.8	25.9	25.9	3.5	11.1	32.1	4.7	14.8
4. Mammoth Cave	42.3	14.6	18.2	28.8	4.9	18.2	42.3	3.7	9.1	28.8	0	4.5	37.8	1.2	13.6
5. Lake Cumberland	41.2	26.4	42.9	27.9	3.8	21.4	51.5	3.8	28.6	26.5	0	7.1	42.6	0	21.4
6. Lincoln Trail	44.6	23.5	33.3	28.3	13.2	41.7	48.9	7.4	37.5	25.0	1.5	12.5	32.6	4.4	29.2
7. Louisville	29.9	24.1	33.3	21.1	6.9	18.5	41.5	8.6	18.5	23.1	0	7.4	31.3	.9	18.5
8. North Kentucky	34.3	14.0	36.4	14.8	3.5	4.5	39.8	9.3	36.4	18.5	0	9.1	28.7	1.2	18.2
9. Fort Harrod	42.4	27.1	37.5	25.9	6.8	12.5	40.0	5.1	20.8	41.2	0	4.2	40.0	1.7	12.5
10. Bluegrass	33.2	31.1	43.5	27.2	8.1	17.4	40.2	12.6	23.9	24.5	1.5	6.5	25.0	6.7	8.7
11. Licking River	48.1	31.4	42.3	42.9	15.7	30.8	44.2	9.8	26.9	44.2	0	11.5	48.1	0	15.4
12. Northeast Ky.	40.7	17.1	41.7	24.1	17.1	33.3	37.0	19.5	33.3	20.4	0	25.0	25.9	2.4	16.7
13. Quicksand	37.5	28.6	0	31.3	7.1	0	43.8	7.1	50.0	43.8	7.1	0	31.3	14.3	0
14. Wilderness Trail	48.7	25.0	66.7	23.1	16.7	33.3	30.8	0	33.3	17.9	0	16.7	30.8	4.2	16.7

Table 15. — Continued

State and Areas	PARTICIPATION AND MEMBERSHIP																	
	Former 4-H Club Member			Adult 4-H Leader			Member County Extension Council or 4-H Council			Received Extension Education and Guidance Contributing to Major Improvements			County Activities. Events. and Meetings			District and State Activities. Events and Meetings		
	Hm	Non	Former	Hm	Non	Former	Hm	Non	Former	Hm	Non	Former	Hm	Non	Former	Hm	Non	Former
Kentucky	26.4	16.7	26.3	26.0	7.8	22.9	26.4	2.3	10.6	81.3	13.2	52.8	74.3	15.7	48.5	46.1	6.3	24.0
1. Purchase	31.7	27.5	25.6	31.7	11.7	28.2	23.1	3.9	10.3	83.3	16.9	59.0	69.8	14.3	51.3	44.5	10.4	23.1
2. Pennyrile	29.7	15.4	40.9	30.8	10.3	18.2	29.7	1.7	4.5	82.5	15.4	59.1	78.0	15.5	54.5	41.8	8.6	40.9
3. Green River	32.7	15.2	33.3	33.0	5.9	18.5	28.6	4.8	11.1	82.2	9.4	40.7	70.6	16.5	36.3	38.5	10.6	14.8
4. Mammoth Cave	24.3	9.8	9.0	26.1	6.1	13.6	28.8	0	9.1	81.1	7.3	68.2	68.2	10.0	36.3	42.3	0	22.7
5. Lake Cumberland	29.4	20.7	28.5	22.1	7.6	14.2	29.5	1.9	14.3	73.6	7.6	57.1	70.7	11.3	57.1	42.7	5.7	42.8
6. Lincoln Trail	31.6	16.2	33.4	26.1	8.8	13.6	27.2	1.5	12.5	82.6	22.0	58.4	80.4	19.1	54.2	43.5	8.9	29.2
7. Louisville	32.7	18.2	22.2	21.1	6.0	22.2	22.5	1.8	7.4	80.9	8.6	48.1	79.7	11.0	44.4	53.7	7.9	19.6
8. North Kentucky	23.1	12.9	27.2	16.7	2.3	18.1	22.3	1.2	13.5	79.6	7.0	45.5	66.6	5.8	40.9	43.6	2.3	18.2
9. Fort Harrod	23.5	11.9	25.0	30.6	5.1	29.2	35.3	1.7	8.3	85.9	8.5	41.7	85.9	8.5	41.7	49.4	3.4	25.0
10. Bluegrass	23.4	17.8	19.6	22.3	8.9	21.7	21.8	.7	13.1	97.8	16.3	54.4	71.8	88.7	45.7	51.6	5.1	19.5
11. Licking River	33.8	21.6	26.9	40.3	19.7	38.4	42.9	5.9	7.7	84.4	27.4	53.8	79.3	31.4	45.4	52.0	7.9	23.6
12. Northeast Ky.	26.0	9.8	33.4	18.5	9.7	16.7	16.7	2.4	25.0	92.6	14.6	66.7	76.0	17.1	58.4	40.8	7.3	16.7
13. Quicksand	18.8	21.4	50.0	18.8	7.1	0	31.3	7.1	0	68.9	99.9	100.0	68.8	35.7	100.0	43.8	14.2	0
14. Wilderness Trail	38.4	16.7	16.7	20.5	0	16.7	15.4	8.4	0	66.6	12.5	33.3	71.8	20.8	50.1	46.2	4.2	33.3

members participated in the 4-H program. The largest percentage of nonmembers in most areas participated in the 4-H program, the second largest percentage in county events, and the third in extension education contributing to major improvements in home, farm, and family life.

Homemaker Club Members:--The Area where participation of homemaker club members differed from that of the state was the Wilderness Trail area. The largest percentage of homemaker club members there participated in county events, the second largest percentage in extension education contributing to major changes in the home, farm, or family life, and the third largest percentage participated in the 4-H program.

Former Members:--The largest percentage of the former Homemaker Club members of the areas participated in Extension education or guidance contributing to major improvements of home, farm or family living, which was like that of the state. However, area differences are found in Table 15 as follows:

The largest percentage of former members in the Green River and Wilderness Trail areas participated in the 4-H program, while the largest percentage of former members in the Lake Cumberland area participated in county events and an equal percentage received extension education and guidance which led to major improvements. An equal percentage of former members in the Fort Harrod area participated in education and guidance contributing to major improvements, and in county events.

The second largest percentage of former members of the areas participated in county events, as was also true for the state. However, some areas were different. The Purchase area participation in County events tied for second place with their 4-H participation. The second largest percentage of former members in the Lincoln Trail area participated in county events while Lake Cumberland's second largest percentage of participation was in the 4-H program, and Fort Harrod's second largest percentage of former members had participated in the 4-H club program.

Nonmembers:--The largest percentage of nonmembers of homemaker clubs in most of the areas participated in the 4-H club program or had been 4-H Club members. However, in the Bluegrass area the largest percentage participated in county events; in the Quicksand area in extension education and guidance contributing to major improvements of home, farm or family living; in the Northeast area in home economics meetings other than homemaker club meetings; and in the Licking River area an equal largest percentage of nonmembers participated in county events and in the 4-H club program.

The second largest percentages of nonmember participation were similar to the state percentages, where the second largest participation was in county events. Differences were in the Purchase, and the Lincoln Trail areas, where the second largest percentages of participation were in extension education and guidance contributing to major improvement in home, farm and family life; in the Fort Harrod area where district and state participation equalled that of participation in county events; in the Northeast area where 4-H participation and agricultural activities equalled county activities and events; and in the Bluegrass area where the second largest percentage of participation was in the 4-H program.

Participation in Non-Extension Programs and Activities

Statewide Participation

A larger percentage of homemaker club members than of either nonmembers or former members received home economics or family living information or training from non-extension educational sources. A larger percentage of homemaker club members than of either former members or nonmembers participated in or received information from each source listed, in Table 16. The second largest percentage of participation was by the former members. However, a much larger percentage of nonmembers, (about two thirds more) participated in these non-extension classes and activities than in extension activities, while about a quarter more former members and about the same percentage of homemaker club members participated in the non-extension activities listed in Table 16 as in the eleven extension activities listed in Table 15.

The experiences in which the largest percentage of homemaker club members participated were also those in which the highest percentage of former and nonmembers participated. Likewise the experiences in which the smallest percentage of homemaker club members participated were those in which the smallest percentage of former and nonmembers participated.

The non-extension sources from which the highest percentage of homemaker club members (66 percent), former members (55 percent) and nonmembers (50 percent) received information were store managers, clerks, salesmen, or other business representatives. The second largest percentage, more than half (55 percent) of the homemaker club members, about two-fifths (39 percent) of the former members, and a fourth (24 percent) of the nonmembers, participated in meetings or demonstrations held by commercial home economists.

The third largest percentage of homemaker club members (37 percent), former members (30 percent), and nonmembers (15 percent) participated in meetings or special classes held by the Health Department or other agencies.

Adult home economics classes in school or vocational home economics adult education involved a fourth (24 percent) of the homemaker club members, a fifth (20 percent) of the former members, and a seventh (14 percent) of the nonmembers. Between a sixth and a tenth of the homemaker club members (17 percent), former members (15 percent), and nonmembers (10 percent) participated in other adult classes or special courses taught in school, and about 5 percent of each participated in other activities or received home economics information from other non-extension sources.

Area Participation

The sources of non-extension information from which the largest percentage of area homemaker club members, former members, and nonmembers received home economics and family related information were store managers, clerks, salesmen or other business representatives, which was very similar to the percentages for the state. However, Table 16 shows the following exceptions:

In the Bluegrass, Northeast Kentucky, Quicksand, and Wilderness Trail Areas the largest percentage of homemaker club members received information from meetings and demonstrations by commercial home economists. In the Louisville area meetings and classes by the Health Department and other non-extension agencies were sources of information for the largest percentage of former homemakers while in the Purchase and Quicksand areas talking with store managers or other business representatives and meetings or demonstrations by commercial home economists were equally important sources of information for the largest percentage of former members.

Table 16. — Percentage of Homemaker Club Members. Nonmembers and Former Members Participating in Non-Extension Programs and Activities

State and Areas	PARTICIPATION EXPERIENCES																	
	Meetings or Demonstrations of Commercial Home Economists			Adult Home Economics classes in School or other Home Economics Education			Other adult classes or special courses taught in school			Meetings and classes conducted by Health Department or other agencies			Talking with store members, clerks salesmen or other business rep.			Other		
	Hm	Non	Former	Hm	Non	Former	Hm	Non	Former	Hm	Non	Former	Hm	Non	Former	Hm	Non	Former
Kentucky	54.7	23.8	39.4	24.4	13.5	20.3	17.0	10.4	14.6	37.2	15.2	29.8	65.8	49.6	55.2	7.1	4.6	4.4
1. Purchase	50.0	19.5	51.3	21.4	14.3	20.5	11.1	7.8	17.9	42.1	14.3	41.0	66.7	49.5	51.3	6.3	2.6	0
2. Pennyrile	57.1	15.5	31.8	27.5	17.2	18.2	22.0	10.3	13.6	42.9	15.5	36.4	58.2	43.1	59.1	2.2	3.4	0
3. Green River	57.1	17.6	44.4	33.9	15.3	37.0	26.8	10.6	18.5	45.5	15.3	29.6	75.0	47.1	74.1	5.4	2.4	7.4
4. Mammoth Cave	50.5	18.3	27.3	28.8	11.0	22.7	19.8	7.3	0	37.8	3.7	36.0	69.4	53.7	54.5	7.2	2.4	4.5
5. Lake Cumberland	50.0	17.0	28.6	22.1	1.9	14.3	16.2	7.5	7.1	36.8	5.7	21.4	54.4	28.3	64.3	0	3.8	0
6. Lincoln Trail	63.0	19.1	41.7	27.2	7.4	8.3	12.0	5[illegible]	16.7	45.7	16.2	37.5	77.2	61.8	75.0	10.9	0	12.5
7. Louisville	42.2	27.6	29.6	24.5	21.6	18.5	17.7	10[illegible]	29.6	31.3	20.7	33.3	68.7	51.7	25.9	7.5	7.8	0
8. North Kentucky	63.0	19.8	27.3	19.4	11.6	18.2	14.8	10.5	18.2	38.9	22.1	27.3	64.8	51.2	50.0	.9	2.3	0
9. Fort Harrod	42.4	18.6	41.7	14.1	8.5	20.8	15.3	15.3	12.5	29.4	15.3	20.8	63.5	32.2	54.2	3.5	0	0
10. Bluegrass	65.8	33.3	45.7	24.5	15.6	21.7	17.9	14.1	13.0	33.7	14.8	28.3	16.3	54.1	52.2	16.3	11.1	8.7
11. Licking River	51.9	27.5	42.3	22.1	9.8	15.4	13.0	9.8	7.7	44.2	15.7	23.1	62.3	60.8	57.7	9.1	9.8	11.5
12. Northeast Ky.	66.7	36.6	50.0	25.9	14.6	16.7	11.1	14.6	16.7	31.5	24.4	25.0	59.3	53.7	58.3	7.4	4.9	0
13. Quicksand	68.8	42.9	50.0	18.8	14.3	0	18.8	7.1	0	0	7.1	0	56.3	42.9	50.0	12.5	0	50.0
14. Wilderness Trail	41.0	41.7	33.3	25.6	20.8	33.3	20.5	12.5	16.7	23.1	12.5	0	35.9	50.0	50.0	2.6	4.2	0

In the Quicksand area an equal percentage of nonmembers received home economics and family living information from talking with store managers and other business representatives and through meetings or demonstrations by commercial home economists.

Satisfaction Rating of Extension Experiences

Statewide Satisfaction Rating

The value of certain experiences received through a variety of extension activities and events was rated by homemaker club members, former members, and nonmembers. The ratings describe the value which they considered these satisfactions to have been to themselves, their families, and others. Value ratings of "very much" (great value); "some" (some value) and "very little" (very little or no value) were given to each program or activity in which they had participated, as recorded in Table 17.

Table 17.— Percentage Distribution of Kentucky Homemaker Club Members, Nonmembers, and Former Members According to How Satisfied They Were With Various Extension Experiences*

EXTENSION EXPERIENCES	State Satisfaction Rating of Extension Experiences								
	Homemaker Club Members			Non Club Members			Former Members		
	Very Much	Some	Very Little	Very Much	Some	Very Little	Very Much	Some	Very Little
Members of Homemaker Club	88.9	10.3	.7	0	0	0	71.3	24.7	5.2
Leader in Homemaker Organization	77.1	19.4	3.5	0	0	0	57.0	35.2	7.8
Member of 4-H Club	63.0	29.8	7.2	54.1	36.7	8.9	71.1	21.7	7.2
Adult 4-H Leader	70.8	23.2	5.0	68.9	27.0	4.1	72.2	23.6	4.2
Member County Extension Council or 4-H Council	63.8	28.7	7.5	50.0	40.9	9.0	63.6	27.3	9.1
Received Extension Education and Guidance which contributed to Major Improvement	64.4	30.9	4.7	47.2	40.0	12.8	60.8	33.7	5.4
County Events and Meetings	63.9	29.4	6.8	59.1	30.9	10.1	60.8	30.7	8.5
District and State Activities, Events and Meetings	62.6	27.6	9.8	68.3	25.0	6.7	57.1	36.4	6.5

* Percentages are based on the number of persons who had described each Extension experience.

The experience rated as being of "very much" value by the highest percentage of homemaker club members and the second highest percentage of former members was that of being a member of the homemakers club. Almost nine-tenths (89 percent) of the homemaker club members and almost three-fourths (71 percent) of the former members rated the experience as of "very much" value while a tenth (10 percent) of the homemaker club members and a fourth (25 percent) of the former members rated the experience as being of "some" value and fewer than 1 percent of the homemaker club members and 5 percent of the former members rated being a homemaker club member as of "very little" value.

Among homemaker club members who had various extension experiences, the second highest percentage (77 percent) rated leadership in the homemaker's organization as being of "very much" value, while almost three-fourths (71 percent) said they received "very much" value from being a 4-H leader, and two-thirds (65 percent) said that receiving extension education or guidance which contributed to major improvements in the home, on the farm, or in family life was of "very much" value. Taking part in county events and activities and taking part in district and state meetings and events were rated of "very much" value by two-thirds of the club members (64 percent and 63 percent respectively). Almost two-thirds rated being a 4-H club member (63 percent) and being a member of the county extension council or 4-H council (64 percent) as being of "very little" value.

The highest percentage (72 percent) of former members said that being an adult 4-H club leader was of "very much" value, while a fourth (24 percent) said it was "some" value. Almost three-fourths (71 percent) rated previous 4-H club membership as "very much" value while about a fourth (22 percent) rated it as "some" value. Approximately two-thirds (64 percent) said county extension council or 4-H council membership was of "very much" value. Receiving extension education and guidance contributing to major improvements in home, farm, or family life was considered of "very much" value to three-fifths (61 percent) of the former members. Three-fifths also rated participation in county activities, taking part in district and state activities, events, and meetings, and being a leader in a homemaker organization as "very much" value.

The largest percentage of nonmembers (69 percent) said that the experience of being an adult 4-H leader was of "very much" value, while more than a fourth (27 percent) said it was of "some" value. More than two-thirds (68 percent) rated taking part in district and state activities, events, and meetings as of "very much" value and more than half (59 percent) said they received "very much" value from participating in county activities, events, and meetings. More than half (54 percent) of the nonmembers said that having been a 4-H club member was of very much value to them, and membership in the county extension council or 4-H council was said to be of very much value by half of the nonmembers. Almost half (47 percent) of the nonmembers said that extension education and guidance for major improvements in home, farm, or family life was of very much value to them.

Satisfaction with Extension Experiences by Areas

Satisfactions which area homemaker club members, former members, and nonmembers received by participating in certain extension organizations activities and events are listed in Tables 18, 19, and 20. Value ratings were given to each program or activity as has been described in explaining the statewide satisfaction rating in Table 17.

Homemaker Club Members.--No other extension experience recorded in Table 18 was rated as being of "very much" value by as many club members as the experience of being a homemaker club member. A high percentage (82-93 percent), more than 8 out of 10 homemaker club members in every area rated this experience as of "very much" value while fewer than 2 out of 10 rated it as being of "some" value and fewer than 1 out of 10 rated it as of "very little" value. In seven of the 14 areas (Green River, Mammoth Cave, Lake Cumberland, North Kentucky, Bluegrass, Northeast Kentucky, and Wilderness Trail) no homemakers rated homemaker club membership as being of "very little" value and only one area (Quicksand) had as many as 1 homemaker in 16 who said that homemaker club membership was of "very little" value.

The experience of being a leader in the homemakers organization was rated of "very much" value by the second largest percentage of club members, with more than

Table 18. — Percentage Distribution of Homemaker Club Members According to How Satisfied They Were With Various Extension Experiences

State and Areas	EXPERIENCES AND SATISFACTION RATING														
	Members of Homemaker Club			Leader in Homemakers Organization			Former Member of 4-H Club			Adult 4-H Leader			Member of County Extension Council or 4-H Council		
	Very Much	Some	Very Little	Very Much	Some	Very Little	Very Much	Some	Very Little	Very Much	Some	Very Little	Very Much	Some	Very Little
Kentucky	88.9	10.3	.7	77.1	19.4	3.5	63.0	29.8	7.2	70.8	23.2	5.0	63.8	28.7	7.5
1. Purchase	89.7	7.9	2.4	88.6	10.0	1.0	60.8	27.8	12.8	73.6	25.3	2.6	72.2	20.6	6.9
2. Pennyrile	92.3	5.5	2.2	81.7	17.2	0	78.5	14.9	7.2	73.9	17.6	7.0	74.8	22.4	3.7
3. Green River	92.0	8.0	0	81.4	13.9	6.5	46.9	51.2	2.7	72.3	25.8	2.7	78.0	15.8	6.3
4. Mammoth Cave	91.9	7.2	0	68.2	29.2	4.3	70.1	18.5	11.1	75.2	20.5	3.4	59.9	40.9	0
5. Lake Cumberland	92.6	7.4	0	73.0	20.5	7.2	64.9	29.9	5.1	72.9	19.8	6.8	55.1	26.5	19.0
6. Lincoln Trail	85.9	13.0	1.1	82.2	14.4	2.6	59.2	34.9	7.0	66.1	25.0	8.4	66.3	27.0	6.7
7. Louisville	82.0	17.0	.7	78.4	26.9	4.8	64.8	30.0	5.5	51.2	45.0	3.1	63.5	30.3	6.2
8. North Kentucky	90.7	9.3	0	72.5	24.2	3.8	60.0	36.0	3.9	72.0	16.8	11.4	62.0	29.5	8.5
9. Fort Harrod	88.0	10.8	1.2	74.0	25.0	1.0	75.0	15.0	10.0	77.5	15.5	8.0	56.6	33.5	9.8
10. Bluegrass	89.7	10.3	0	82.0	16.0	2.0	64.5	28.3	7.2	71.5	26.4	2.1	67.6	27.6	5.1
11. Licking River	84.4	14.3	1.3	80.0	16.0	4.0	50.7	42.9	7.8	87.8	9.8	3.3	42.5	39.5	18.0
12. Northeast Ky.	88.9	11.1	0	85.0	15.0	0	92.8	0	7.2	60.0	20.0	20.0	66.6	33.6	0
13. Quicksand	87.5	6.3	6.3	80.0	10.1	10.1	66.3	33.4	0	66.5	33.4	0	80.0	20.0	0
14. Wilderness Trail	87.2	12.8	0	67.5	25.1	9.2	66.6	33.3	0	75.5	25.0	0	66.9	33.1	0

Table 18. -- Continued

State and Areas	Received Extension Education and Guidance which Contributed to Major Improvements			County Activities Events, and Meetings			District and State Activities and Meetings		
	Very Much	Some	Very Little	Very Much	Some	Very Little	Very Much	Some	Very Little
Kentucky	64.4	30.9	4.7	63.9	29.4	6.8	62.6	27.6	9.8
1. Purchase	71.4	25.6	2.8	68.9	26.0	3.4	62.9	27.9	7.0
2. Pennyrile	76,9	21.6	1.5	78.5	20.0	2.9	81.8	18.5	0
3. Green River	68.5	29.5	2.3	73.0	23.0	4.0	73.8	20.0	4.5
4. Mammoth Cave	60.6	32.4	4.3	62.0	32.8	8.2	64.0	30.0	6.0
5. Lake Cumberland	65.0	29.0	5.0	52.0	46.0	2.1	58.0	28.0	13.6
6. Lincoln Trail	65.7	30.0	4.0	67.8	28.7	4.0	67.4	27.6	5.1
7. Louisville	53.2	34.5	12.9	53.3	37.0	9.7	35.7	39.5	24.8
8. North Kentucky	62.5	36.1	4.8	55.5	34.7	9.8	57.5	29.9	12.9
9. Fort Harrod	62.0	36.0	2.0	72.0	22.0	6.0	66.2	22.0	11.8
10. Bluegrass	56.0	24.5	19.5	64.0	29.7	6.9	66.5	28.4	5.1
11. Licking River	65.0	28.0	7.0	54.0	33.0	13.0	55.3	27.4	17.3
12. Northeast Ky.	66.4	27.4	6.2	68.5	21.9	9.6	87.0	13.0	0
13. Quicksand	63.7	27.2	9.1	73.0	9.0	18.0	86.5	13.5	0
14. Wilderness Trail	50.0	38.4	11.6	47.2	0	53.1	62.0	33.0	5.0

6 out of 10 in every area and 8 in 10 in half the areas rating it of "very much" value and more than 1 out of 10 rating it of "some" value, while fewer than 1 in 10 in each area except Quicksand said homemaker club leadership was of "very little" value.

Adult 4-H leadership was considered to be of "very much" value by the third largest percentage of homemaker club members. More than half of the club members in each area who had been adult 4-H leaders, rated their 4-H leadership experience of "very much" value. The range between areas was great, however, ranging from a low of 51 percent in the Louisville area to a high of 88 percent in the Licking River area, with more than 7 out of 10 homemaker club members in eleven of the fourteen areas rating adult 4-H leadership as "very much" value.

The percentage of club members giving the "some" value rating to adult 4-H leadership ranged from 10 percent in the Licking River area to 45 percent in the Louisville area and those rating it of "very little" value ranged from 0 percent in the Wilderness Trail and Quicksand areas to 20 percent in the Northeast area.

A similar percentage of homemaker club members by areas gave "very much" value ratings to the experiences which they received through participation in the remaining five organizations and activities listed in Table 18. Their "some" and "very little" ratings were also similar in that the "some" ratings for each of the five organizations and activities ranged between 20 and 40 percent in most areas, and the "very little" ratings were under 10 percent in most areas.

More than 6 out of 10 club members in eleven of the fourteen areas said that they received "very much" value from receiving extension education and guidance which contributed to major improvements in their home, farm, and family life and from the experience of having formerly been a 4-H club member, while 6 out of 10 members in 10 of the areas said they received "very much" value from the experience of being a member of the extension council or the 4-H council and from participating in District and state activities and events. Also 6 out of 10 club members in 9 of the 14 areas said they had received "very much" value from participation in county activities, events, and meetings. It is interesting to note that a higher percentage of club members in 10 of the areas rated participation in district and state activities higher than participation in county activities.

Former Members.--Extension experiences received through three of the organizations and activities listed in Table 19 appear to have been of almost equal value to former homemaker club members. More than 6 out of 10 former members in eleven of the fourteen extension areas said that membership in the homemaker club had been of "very much" value to them, their families and others, while more than 6 out of 10 former members in nine of the areas said that being an adult 4-H club leader had been of "very much" value to them and about the same percentage said that being a former 4-H club member had been of "very much" value.

The experiences of participation in county activities, events, and meetings, of being a member of the county extension council or 4-H council, and that of receiving extension education and guidance which contributed to major improvement were rated as being of very much value by more than 6 out of 10 former members in seven areas, while 6 out of 10 in five areas ranked district and state activities and events, and also the experience of being a leader in the homemakers' organization, as of very much value.

The lack of response to some items by former members in the Northeast, Quicksand, and Wilderness Trail areas affected the percentages for certain of the activities in Table 19.

A larger percentage of former members than of club members tended to rate 4-H membership and leadership as of "very much" value, while a larger percentage of homemaker club members than of former members gave "very much" value ratings to homemaker club membership, homemaker leadership, county extension and 4-H council membership, guidance which contributed to major improvements, and participation in county, district, and state events.

Nonmembers.--The experiences rated to be of "very much" value by the largest percentage of nonmembers was being an adult 4-H leader and participation in district and state activities, events, and meetings. More than 6 out of 10 nonmembers in 10 of the fourteen extension areas said these experiences were of "very much" value to themselves, their families and to others (Table 20).

The second highest percentage, more than 5 out of 10 nonmembers in 11 of the 14 Extension areas, said that county activities, events and meetings were of "very much" value.

Table 19. — Percentage Distribution of Former Club Members According to How Satisfied They Were With Various Extension Experiences

State and Areas	EXTENSION EXPERIENCES: Members of Homemaker Club			Leader in Homemakers Organization			Former Member of 4-H Club			Adult 4-H Leader			Member of County Extension Council or 4-H Council		
	Very Much	Some	Very Little	Very Much	Some	Very Little	Very Much	Some	Very Little	Very Much	Some	Very Little	Very Much	Some	Very Little
Kentucky	71.3	24.7	5.2	57.0	35.2	7.8	71.1	21.7	7.2	72.2	23.6	4.2	63.6	27.3	9.1
1. Purchase	76.7	23.3	0	76.8	23.1	.0	69.8	19.9	10.1	72.5	18.4	9.1	100	0	0
2. Pennyrile	70.0	20.0	10.0	61.0	19.5	19.5	77.5	22.5	0	100	0	0	0	100	0
3. Green River	61.0	35.0	4.0	73.5	27.5	0	66.6	22.2	11.1	80.0	20.0	0	66.6	33.3	0
4. Mammoth Cave	80.0	20.0	0	55.5	33.5	11.0	50.0	50.0	0	100	0	0	100	0	0
5. Lake Cumberland	65.0	26.8	8.2	33.5	49.9	16.6	23.0	77.0	0	50.0	50.0	0	0	100	0
6. Lincoln Trail	75.0	25.0	0	50.0	50.0	0	87.5	0	12.5	56.9	28.6	14.5	66.4	0	33.6
7. Louisville	71.0	29.0	0	42.0	58.0	0	100	0	0	66.6	33.4	0	50.0	50.0	0
8. North Kentucky	53.5	41.6	5.5	55.0	33.5	11.5	84.0	0	16.7	75.5	24.5	0	33.3	33.3	33.3
9. Fort Harrod	56.8	26.0	17.2	55.0	45.0	0	83.2	0	16.8	57.1	42.9	0	100	0	0
10. Bluegrass	79.9	17.2	2.9	64.5	29.7	5.9	55.6	33.2	11.2	80.2	19.8	0	50.1	33.1	16.9
11. Licking River	65.0	22.0	13.0	46.0	27.0	27.0	71.5	28.5	0	69.9	20.2	9.9	100	0	0
12. Northeast Ky.	90.0	10.0	0	60.0	20.0	20.0	50.0	50.0	0	100	0	0	67.0	33.0	0
13. Quicksand	50.0	0	50.0	0	0	0	0	10.0	0	0	0	0	0	0	0
14. Wilderness Trail	100	0	0	50.0	50.0	0	100	0	0	0	100	0	0	0	0

Table 19. -- Continued

State and Areas	Received Extension Education and Guidance which Contributed to Major Improvements			County Activities Events. and Meetings			District and State Activities and Meetings		
	Very Much	Some	Very Little	Very Much	Some	Very Little	Very Much	Some	Very Little
Kentucky	60.5	33.7	5.4	60.8	30.7	8.5	57.1	36.4	6.5
1. Purchase	74.7	17.6	8.7	69.8	25.3	4.9	55.5	33.3	11.2
2. Pennyrile	46.0	54.0	0	66.5	25.5	8.1	55.0	22.3	22.8
3. Green River	55.0	45.0	0	50.3	39.8	9.9	75.0	25.0	0
4. Mammoth Cave	74.5	25.5	0	88.5	11.5	0	100	0	0
5. Lake Cumberland	50.5	37.5	12.0	50.5	37.5	12.0	16.9	83.1	0
6. Lincoln Trail	71.8	21.8	7.4	66.7	20.0	13.3	85.7	14.3	0
7. Louisville	38.0	46.5	15.5	67.0	25.0	8.0	25.0	62.5	12.5
8. North Kentucky	40.0	40.0	20.0	43.5	34.5	22.0	50.0	50.0	0
9. Fort Harrod	60.0	40.0	0	70.1	19.9	10.0	33.2	50.0	16.8
10. Bluegrass	67.6	28.4	4.0	43.1	52.6	4.3	78.5	21.5	0
11. Licking River	50.5	50.5	0	58.3	35.9	5.8	50.5	50.5	0
12. Northeast Ky.	75.0	25.0	0	71.6	28.4	0	100	0	0
13. Quicksand	0	0	0	0	0	0	0	0	0
14. Wilderness Trail	100	0	0	33.4	33.4	33.4	50.0	50.0	0

The third highest percentage of nonmembers (over half) in nine of the extension areas rated their experience of former 4-H club membership as of "very much" value.

The other two experiences in Table 20, that of receiving Extension education and guidance which contributed to major improvements and that of participating in county Extension council or 4-H council were rated as of "very much" value by 6 out of 10 nonmembers in five of the extension areas, and more than half of the nonmembers in eleven of the areas rated participation in county events as of "very much" value.

The homemaker club members tended to rate more of their extension experiences as of "very much" value, while the nonmembers tended to give "some" and "very little" value ratings to their extension experiences more than did either the members or former members.

Table 20. — Percentage Distribution of Nonmembers According to How Satisfied They Were With Various Extension Experiences

State and Areas	Former Member of 4-H Club			Adult 4-H Leader			Member of County Extension Council or 4-H Council			Received Extension Education and Guidance Which Contributed to Major Improvements			County Activities Events and Meetings			District and State Activities Events and Meetings		
	Very Much	Some	Very Little	Very Much	Some	Very Little	Very Much	Some	Very Little	Very Much	Some	Very Little	Very Much	Some	Very Little	Very Much	Some	Very Little
Kentucky	54.1	36.7	8.9	68.9	27.0	4.1	50.0	40.9	9.0	47.2	40.0	12.8	59.1	30.9	10.1	68.3	25.0	6.7
1. Purchase	43.0	47.4	9.6	66.5	33.5	0	100.0	0	0	78.0	15.5	7.5	63.7	9.0	27.3	62.4	25.0	12.5
2. Pennyrile	55.9	22.1	22.1	66.9	33.1	0	0	100.0	0	67.0	22.0	11.0	89.0	11.0	0	100.0	0	0
3. Green River	54.0	23.0	23.0	79.4	20.3	0	49.9	25.0	25.0	87.1	12.9	0	56.8	35.8	7.4	67.1	32.9	0
4. Mammoth Cave	62.3	37.7	0	80.4	0	19.6	0	0	0	32.9	50.7	16.4	55.9	33.3	10.8	0	0	0
5. Lake Cumberland	36.1	54.2	9.5	25.0	75.0	0	0	100.0	0	0	75.0	25.0	0	83.3	16.7	66.5	33.5	0
6. Lincoln Trail	63.5	36.5	0	67.0	33.0	0	0	100.0	0	46.0	39.8	13.4	13.0	59.0	26.6	83.5	16.5	0
7. Louisville	42.9	52.1	5.0	43.4	56.1	0	0	100.0	0	60.6	19.7	19.7	40.0	60.0	0	42.0	54.0	4.0
8. North Kentucky	36.4	36.4	27.2	100.0	0	0	0	0	100.0	32.9	50.1	17.0	60.4	39.6	0	100.0	0	0
9. Fort Harrod	42.8	57.2	0	66.6	33.3	0	0	100.0	0	40.0	40.0	20.0	50.5	50.5	0	50.0	50.0	0
10. Bluegrass	66.7	29.4	3.9	75.4	16.8	7.8	100.0	0	0	22.2	63.4	14.4	58.2	29.5	12.3	72.6	13.7	13.7
11. Licking River	72.5	27.5	0	80.0	10.0	10.0	33.8	66.2	0	35.8	49.8	14.4	75.5	18.5	6.0	74.1	25.9	0
12. Northeast Ky.	100.0	0	0	75.3	24.7	0	100.0	0	0	16.7	66.6	16.7	57.1	29.0	13.9	67.1	32.9	0
13. Quicksand	67.0	0	33.0	100.0	0	0	100.0	0	0	21.4	7.2	71.4	59.9	0	40.1	50.0	0	50.0
14. Wilderness Trail	75.0	25.0	0	0	0	0	50.0	50.0	0	100.0	0	0	100.0	0	0	100.0	0	0

Participation In The Homemakers Club

Homemaker club members discussed advantages of belonging to the homemaker's club and former members gave their reasons for dropping out of the organization. Homemaker club members, former members, and nonmembers had personal friends who were once homemaker club members but who no longer participated, and they also had friends who they felt would benefit from belonging to the homemaker's club but who had never been members. They discussed reasons for certain friends dropping out of the club and for others not becoming members.

Advantages in Belonging to the Homemakers Club:

Statewide Comparisons.--Homemaker club members looked upon homemaker clubs in Kentucky as a way for thousands of families to receive helpful information in homemaking and family living. They also recognized the social leadership and personal development brought about through the club program and related extension activities.

Table 21 gives a total of the first and second most important reasons or advantages which homemaker club members gave for belonging to the homemaker's club. The most important reasons given by four-fifths (79 percent) of the members pertained to gaining knowledge or skills in home economics. However, almost a fifth (19.4 percent) gave social, leadership, and personal reasons as the most important advantages.

Among the reasons given as most important, that of "gaining new knowledge" was given by more members than any other--nearly half (47 percent). Other advantages pertaining to knowledge and skills included improving self, learning new skills or improving present skills in home economics, learning to save time and energy, and learning how to buy and manage wisely. Ranking second (36 percent) among the reasons was "gaining friendships and developing socially." Only a very few listed any other social or personal reasons as most important.

If we combine the first and second most important reasons given (Table 22) it is clear that about twice as many gave reasons relating to knowledge and skills as gave reasons relating to social and other matters. "Gaining knowledge" was the specific reason mentioned by the most women (62 percent) but "gaining friendship and developing socially" was second, with over half (53 percent) mentioning it. Reasons mentioned by about a quarter of the women were "improve self" and "improve skills."

Area Comparisons.--The advantages given by area homemaker club members for belonging to the homemaker club were the same as for the state as a whole (Table 22). The largest percentage of the homemakers in each area said that the most important reason for belonging was to gain knowledge and skills, and the second most important reason was to improve friendships and social development. A total of all responses pertaining to knowledge and skill shows that gaining knowledge and skill relative to home economics and family living is considered to be the most important advantage. Likewise a total of the responses relative to leadership and to personal and social development shows that the homemaker considers these factors to be of second importance in the development of the homemaker club member.

Reasons for Dropping Out of the Homemakers Club:

Statewide Comparisons.--Three hundred fifteen of the women interviewed in this survey had once been homemaker club members but had dropped out. Two-thirds (66

Table 21. — Percentage Distribution of Homemaker Club Members by First and Second Most Important Reasons They Would Give a Friend for Belonging to the Homemakers Club

State and Areas	TO GAIN KNOWLEDGE AND SKILLS											
	Gain New Knowledge		Improve Self (Keep Informed)		Improve or Learn New Skills		Save Time and Energy		Learn to Buy and Manage		Total for Knowledge and Skills	
	Rating		Rating		Rating		Rating		Rating		Rating	
	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd
Kentucky	46.8	14.7	14.0	9.4	14.0	11.5	1.8	11.9	1.9	2.7	78.5	40.2
1. Purchase	48.4	13.5	18.3	4.8	12.7	11.5	.8	1.6	1.6	2.4	81.8	33.4
2. Pennyrile	41.8	14.3	16.5	9.9	13.2	16.5	3.3	0	0	0	74.8	40.7
3. Green River	61.6	9.8	7.1	9.8	11.6	10.7	3.6	3.6	.9	2.7	84.8	36.6
4. Mammoth Cave	47.7	15.3	17.1	8.1	12.6	7.2	0	0	.9	.9	78.3	31.5
5. Lake Cumberland	48.5	11.8	10.3	7.4	17.6	13.2	1.5	8.8	1.5	0	79.4	41.2
6. Lincoln Trail	34.8	18.5	15.2	9.8	22.8	13.0	2.2	0	2.0	1.1	77.2	42.4
7. Louisville	33.3	12.9	21.8	12.2	19.7	10.9	.7	.7	3.4	8.8	78.9	45.5
8. North Kentucky	60.2	10.2	12.0	13.9	8.3	13.9	.9	1.9	2.8	2.8	84.2	42.1
9. Fort Harrod	42.4	18.8	16.5	7.1	14.1	11.8	0	3.5	2.4	2.4	75.4	43.6
10. Bluegrass	48.4	21.2	8.2	10.3	10.3	9.8	2.2	2.7	2.2	2.2	71.3	46.2
11. Licking River	45.5	14.3	16.9	3.9	13.0	10.4	3.9	1.3	2.6	2.6	81.9	32.5
12. Northeast Ky.	50.0	13.0	13.0	14.8	11.1	13.0	5.6	0	0	1.9	79.7	42.7
13. Quicksand	37.5	12.5	0	6.3	18.8	18.8	6.3	0	6.3	6.3	68.9	43.9
14. Wilderness Trail	51.3	12.8	10.3	10.3	20.5	10.3	0	2.6	2.6	2.6	84.7	38.6

Table 21. — Continued

State and Areas	SOCIAL (LEADERSHIP, PERSONAL REASONS)										OTHER					
	Improve Friendships and Social Development		Be a Better Leader		Help Others		Identify with the University of Kentucky		Total for Social and Leadership		Other		Do not Know or no Information		Total	
	Rating		Rating		Rating		Rating		Rating		Rating		Rating		Rating	
	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd
Kentucky	16.9	36.0	.7	1.2	1.0	1.8	.8	.7	19.4	39.7	1.2	2.0	.7	18.2	100	100
1. Purchase	11.9	41.3	1.6	.8	2.4	4.0	.8	.8	16.7	46.9	.8	.8	0	19.0	100	100
2. Pennyrile	18.7	33.0	1.1	0	1.1	1.1	3.3	1.1	24.2	35.2	1.1	1.1	0	22.0	100	100
3. Green River	10.7	30.4	0	0	1.8	1.8	0	0	12.5	32.2	0	0	2.7	31.3	100	100
4. Mammoth Cave	19.8	42.3	0	0	.9	1.8	.9	.9	21.6	46.8	0	0	0	21.6	100	100
5. Lake Cumberland	14.8	36.8	0	2.9	2.9	1.5	2.9	0	20.6	41.2	0	5.9	0	11.8	100	100
6. Lincoln Trail	19.6	42.4	1.1	2.2	0	1.1	2.2	4.3	22.9	50.0	0	0	0	7.6	100	100
7. Louisville	15.0	33.3	2.7	2.7	.7	0	.7	.7	19.1	36.7	14	4.8	.7	12.9	100	100
8. North Kentucky	11.1	36.1	0	1.9	0	.9	0	.9	11.1	39.8	1.9	2.8	2.8	14.9	100	100
9. Fort Harrod	20.0	27.1	0	1.2	0	2.4	1.2	0	21.2	30.7	1.2	1.2	2.4	24.7	100	100
10. Bluegrass	24.5	35.3	.5	.5	.5	.5	.5	0	26.0	36.3	2.7	2.7	0	14.1	100	100
11. Licking River	15.6	39.0	0	1.3	0	2.6	0	0	15.6	42.9	2.6	2.6	0	22.1	100	100
12. Northeast Ky.	16.7	35.2	0	0	1.9	5.6	0	0	18.6	40.8	0	0	1.9	16.7	100	100
13. Quicksand	31.3	37.5	0	0	0	6.3	0	0	31.3	43.8	0	6.3	0	6.3	100	100
14. Wilderness Trail	12.8	33.3	0	0	2.6	2.6	0	0	15.4	35.9	0	2.6	0	23.1	100	100

percent) of the homemaker club members, two-fifths (41 percent) of the former members, and almost a fifth (18 percent) of the nonmembers had friends who had dropped out of the homemaker's club (Table 23).

Each former homemaker club member was asked to give the most important reason why she and her friend dropped out of the club. The reasons given by former members are summarized in Table 24. The reasons which former members gave for their friends dropping out were the same as those given for themselves.

A fourth (25 percent) of the former members said they dropped out because of employment or other responsibilities outside of the home. A fifth dropped out because of home responsibilities or children. About one-seventh (14 percent) of the former members had to stop attending homemaker club meetings because of poor health of self or others, while about an equal percentage (13 percent) dropped out because they moved or the club disbanded. Seven percent dropped out because they did not get the help they needed and wanted through the club.

Table 22. — Percentage of Homemaker Club Members Who Listed Each Reason as One of the Two Most Important Reasons They Would Give a Friend for Belonging to the Club

State and Areas	TO GAIN KNOWLEDGE and SKILLS					SOCIAL (Leadership. Personal Reasons)		
	Gain Knowledge	Improve Self (Keep Informed)	Improve Skills	Save Time and Energy	Learn To Buy and Manage	Improve Friendship and Social Development	Be a Better Leader	Help Others
Kentucky	61.5	23.4	25.5	3.7	4.6	52.9	1.9	2.8
1. Purchase	61.9	23.1	23.8	2.4	4.0	53.2	2.4	6.4
2. Pennyrile	56.1	26.4	29.7	3.3	0	51.7	1.1	2.2
3. Green River	71.7	16.9	22.3	7.2	3.6	41.1	0	3.6
4. Mammoth Cave	63.0	25.2	19.8	0	1.8	62.1	0	2.7
5. Lake Cumberland	60.3	17.7	30.8	10.3	1.5	51.6	2.9	4.4
6. Lincoln Trail	53.3	25.0	35.8	2.2	3.3	62.0	3.3	1.1
7. Louisville	46.2	34.0	30.6	1.4	12.2	48.3	5.4	.7
8. North Kentucky	70.4	25.9	22.2	2.8	5.6	47.2	1.9	.9
9. Fort Harrod	61.2	23.6	25.9	3.5	4.8	47.1	1.2	2.4
10. Bluegrass	69.6	18.5	20.1	4.9	4.4	59.8	1.0	1.0
11. Licking River	59.8	20.8	23.4	5.2	5.2	54.0	1.3	2.6
12. Northeast Ky.	63.0	27.8	24.1	5.6	1.9	51.9	0	7.5
13. Quicksand	50.0	6.3	37.6	6.3	12.6	68.8	0	6.3
14. Wilderness Trail	64.1	20.6	30.8	2.6	5.2	46.1	0	5.2

Table 23. — Percentage of Homemaker Club Members, Nonmembers, and Former Members Saying They Had Friends Who Dropped Out of a Homemaker Club

State and Areas	Have Friends Who Dropped Out of Homemakers' Club		
	Homemaker Member	Nonmember	Former Member
KENTUCKY	65.9	17.8	41.0
1. Purchase	70.6	14.3	48.7
2. Pennyrile	71.4	15.5	27.3
3. Green River	62.5	24.7	44.4
4. Mammoth Cave	70.3	12.2	45.5
5. Lake Cumberland	61.8	11.3	35.7
6. Lincoln Trail	62.0	19.1	41.7
7. Louisville	65.3	19.8	40.1
8. North Kentucky	69.4	14.0	50.0
9. Fort Harrod	68.2	16.9	41.7
10. Bluegrass	70.7	23.0	32.6
11. Licking River	68.8	0	42.3
12. Northeast Ky.	53.7	19.5	41.7
13. Quicksand	37.5	14.3	0
14. Wilderness Trail	38.5	0	50.0

The largest percentage of both homemaker club members and nonmembers gave the same first three reasons in the same order of importance as were given by the former members. Reasons why friends of homemaker club members dropped out of the homemakers club are summarized in Table 25. Almost a fifth (19 percent) of the homemaker club members said their friends dropped out because of work or other responsibilities outside the home. The second largest percentage (11 percent) said drop out was caused by responsibilities of home and children. Poor health of the member or of other family members was given as the drop out reason by the third largest number (10 percent). A higher percentage (10 percent) of the homemaker club members than of former members said a lack of help or of information given by the club to the member caused drop out, while more former members than members said drop out was caused by homemaker club members moving and clubs disbanding.

Area Comparisons.--Table 23 shows that a large percentage of area homemaker club members, former members and nonmembers had friends who had dropped out of the homemaker's club. The most important reasons given by former members for dropping out and reasons they gave for their friends dropping out are similar to the reasons given in the statewide comparison (employment or other responsibilities outside of the home). However, there were exceptions in the following areas, as recorded in Table 24.

The largest percentage of the former members of Lincoln Trail, Fort Harrod and Quicksand areas said that they dropped out because of poor health of self or others (Table 24).

Responsibilities of home or children were the drop out reasons given by the largest percentage of the former members of Louisville, Pennyrile, North Kentucky, and Licking River areas while an equal percentage of the former members in the Northeast Kentucky area gave the drop-out reasons of employment or other responsibilities outside the home and the responsibilities of home and children.

The largest percentage of former members of the Lincoln Trail area said that their friends dropped out because they moved or the club was discontinued.

Lack of help or information which the member expected to receive from the club was given by the largest percentage of former members of the Louisville and North Kentucky areas as reasons for their friends dropping out.

An equal percentage of former members of the Fort Harrod area said that their friends dropped out for the following reasons: employment or other responsibilities outside of the home, poor health of self or others, responsibilities of home and children, and lack of expected help or information from the homemakers club.

The percentage of former members in the Licking River, Northeast Kentucky, and Lake Cumberland areas who said that their friends dropped out because of employment or other responsibilities outside of the home was the same as of those who said their friends dropped out because of responsibilities of home or children.

Of the members of homemaker clubs, the largest percentage gave employment or other responsibilities outside of the home as the most important reason for their friends dropping out of the homemakers club (Table 25). This was also the reason given statewide and by the largest percentage of former members. However, there were some area differences in the responses of the homemaker club members, as follow.

The responsibilities of home or children were given by the largest percentage of the Louisville homemakers as the reason for their friends dropping out.

The percentage of Fort Harrod homemaker club members who gave reasons of employment or other responsibilities outside of the home was the same as the percentage who gave lack of help or information expected from the homemakers club.

The largest percentage of the Quicksand Homemaker Club members said that responsibilities of home and children caused their friends to drop out of the homemakers club. In the Wilderness Trail area the largest percentage said their friends dropped out because they did not get the help or information they expected.

Table 24.— Percentage Distribution of Former Homemaker Club Members According to Reasons Why They Dropped Out of the Homemakers' Club

State and Areas	Personal Reasons - Work, Family and Time				Satisfactions - Interests		
	Employment or Other Responsibility Outside the Home	Poor Health of Self or of Another	Prefer Giving Time to Other Organizations	Home or Children Responsibilities	Did Not Get Expected Help or Information from Club	Not Happy With Other Homemaker Club Members	Did Not Want Responsibility or Did Not Understand Value
Kentucky	25.4	13.7	3.8	21.3	6.9	.6	1.6
1. Purchase	23.1	15.4	7.7	10.3	2.6	2.6	2.6
2. Pennyrile	31.8	9.1	4.5	40.9	4.5	.0	0
3. Green River	22.3	7.4	3.7	14.8	11.1	3.7	3.7
4. Mammoth Cave	36.4	18.2	0	9.1	4.5	0	4.5
5. Lake Cumberland	35.7	14.3	0	14.3	0	0	7.1
6. Lincoln Trail	16.7	33.3	4.2	25.0	4.2	0	0
7. Louisville	18.5	11.1	3.7	25.9	11.1	0	0
8. North Kentucky	4.5	4.5	0	31.8	22.7	0	0
9. Fort Harrod	20.8	25.0	4.2	20.9	8.3	0	8.3
10. Bluegrass	37.0	6.5	2.2	21.7	8.7	0	0
11. Licking River	23.1	15.4	3.8	26.9	0	0	3.8
12. Northeast Ky.	25.0	8.3	8.3	25.0	8.3	0	0
13. Quicksand	0	50.0	0	0	0	0	0
14. Wilderness Trail	50.0	0	0	0	0	0	0

Table 24. -- Continued

State and Areas	Accessibility to Club		Other	
	Homemaker Moved or the Club Discontinued	Homemaker Lacked Transportation to Meetings	Other Reasons No Information and Do Not Know Responses	Total Percent
Kentucky	13.3	3.8	9.6	100
1. Purchase	12.8	7.7	12.8	100
2. Pennyrile	0	9.1	0	100
3. Green River	11.1	3.7	18.5	100
4. Mammoth Cave	22.7	4.5	0	100
5. Lake Cumberland	14.3	7.1	7.1	100
6. Lincoln Trail	8.3	0	8.3	100
7. Louisville	14.8	0	14.8	100
8. North Kentucky	13.6	0	22.7	100
9. Fort Harrod	8.3	0	4.2	100
10. Bluegrass	13.0	2.2	8.6	100
11. Licking River	11.5	7.7	7.6	100
12. Northeast Ky.	25.0	0	0	100
13. Quicksand	0	0	50.0	100
14. Wilderness Trail	33.3	16.7	0	100

Reasons for Nonmembers not Becoming Members of the Homemakers Club

Statewide Comparisons.--Four-fifths (81 percent) of the homemaker club members, more than a half (53 percent) of the former members, and almost two-fifths (38 percent) of the nonmembers had friends who had never been homemaker club members but whom they felt would benefit from becoming members (Table 26). The same reason was listed as most important by members, nonmembers, and former members as to why friends had not become members of homemakers clubs (Table 27). The largest percentage of club members (24 percent) said that the responsibility of home and children was the most important reason. The second largest percentage (15 percent) said that employment and other responsibilities outside of the home prevented their friends from becoming members, while about a tenth said their friends did not understand the benefits of the homemaker club program, and slightly more than a twentieth said their friends did not know how to get into a homemaker club.

Personal and family reasons were given by almost half (48 percent) of the members and were judged to be the major reasons preventing women from becoming members of the homemakers club. Interests, satisfactions, and fulfillment of needs

Table 25. — Percentage Distribution of Homemaker Club Members According to Reasons Why Their Friends Dropped Out of the Club

State and Areas	Personal Reasons—Work. Family and Time				Satisfaction - Interests		
	Employment or Other Responsibility Outside the Home	Poor Health of Self or of Another	Prefer Giving Time to Other Organizations	Home or Children Responsibilities	Did Not Get Expected Help or Information from Club	Not Happy With Other Homemaker Club Members	Did Not Want Responsibility or Did Not Understand Value
Kentucky	18.8	9.9	4.5	10.5	9.7	1.1	1.9
1. Purchase	22.2	15.1	3.2	7.9	10.3	0.8	0.8
2. Pennyrile	20.9	14.3	5.5	14.3	5.5	1.1	3.3
3. Green River	20.5	7.1	3.6	5.4	9.8	0	0.9
4. Mammoth Cave	23.4	9.9	4.5	9.0	9.9	.9	2.7
5. Lake Cumberland	13.2	11.8	0	7.4	10.3	0	2.9
6. Lincoln Trail	18.5	6.5	4.3	7.6	10.9	4.4	1.1
7. Louisville	15.2	10.9	5.4	17.0	8.6	0.7	2.0
8. North Kentucky	20.4	10.2	5.6	13.9	10.2	.9	.9
9. Fort Harrod	15.3	8.2	3.5	7.1	15.3	2.4	1.2
10. Bluegrass	21.7	8.2	7.1	10.3	8.2	1.6	2.7
11. Licking River	22.1	7.8	6.5	10.4	11.7	0	3.9
12. Northeast Ky.	14.8	11.1	1.9	13.0	5.6	1.9	1.9
13. Quicksand	0	12.5	0	18.8	6.3	0	0
14. Wilderness Trail	7.7	5.1	2.6	7.7	10.3	2.6	0

Table 25. -- Continued

State and Areas	Responsibility To Club		Other	
	Homemaker Moved or the Club Discontinued	Homemaker Lacked Transportation to Meetings	Other Reasons No Information and Do Not Know Responses	Total Percent
Kentucky	3.9	2.1	37.4	100
1. Purchase	4.0	2.4	33.3	100
2. Pennyrile	4.4	2.2	28.5	100
3. Green River	7.1	3.6	42.0	100
4. Mammoth Cave	3.6	4.5	30.7	100
5. Lake Cumberland	7.4	1.5	45.5	100
6. Lincoln Trail	6.5	1.1	39.1	100
7. Louisville	2.7	.7	36.8	100
8. North Kentucky	4.6	1.9	31.4	100
9. Fort Harrod	3.5	4.7	38.8	100
10. Bluegrass	3.3	1.1	35.8	100
11. Licking River	0	2.6	35.0	100
12. Northeast Ky.	0	0	49.8	100
13. Quicksand	0	0	62.4	100
14. Wilderness Trail	2.6	0	61.4	100

ranked second (reasons given by 15 percent of the members) and accessibility of the club in relationship to mileage transportation and how to get into the club ranked third in importance (reasons given by 11 percent of the members).

Area Comparisons.--A large percentage of the area homemaker club members, former members, and nonmembers had friends who had never been homemaker club members but who they felt would benefit from being members (Table 26).

The largest percentage of the homemaker club members gave personal and family problems as reasons why their friends had not become homemaker club members; however, there were exceptions as shown in Table 27.

The largest percentage of homemaker club members of the Quicksand area and the largest percentage of former members in the Purchase area gave lack of interest, satisfaction, and fulfillment of needs as reasons why their friends had not become homemaker club members. In the Wilderness Trail area the nonmembers and former members gave personal and family reasons and a lack of interest, satisfaction and needs as the most important reasons for their friends not belonging to the homemaker club. They also said that their friends did not know how to get in the homemakers club and that they lacked transportation to the club meetings. In the North Kentucky area

Table 26. — Percentage of Homemaker Club Members. Nonmembers. and Former Members Saying They Had Friends Who Had Never Been Homemaker Club Members

State and Areas	Have Friends Who Had Never Been Members But Would Benefit		
	Homemaker Member	Nonmember	Former Member
KENTUCKY	81.1	38.0	53.0
1. Purchase	83.3	44.2	59.0
2. Pennyrile	83.5	43.1	68.2
3. Green River	83.0	37.6	25.9
4. Mammoth Cave	85.6	30.5	50.0
5. Lake Cumberland	88.2	24.5	57.1
6. Lincoln Trail	83.7	33.8	66.7
7. Louisville	79.6	36.2	51.9
8. North Kentucky	78.7	36.0	40.9
9. Fort Harrod	74.1	39.0	37.5
10. Bluegrass	75.5	37.0	50.0
11. Licking River	81.8	0	65.4
12. Northeast Ky.	87.0	46.3	75.0
13. Quicksand	75.0	57.1	0
14. Wilderness Trail	79.5	33.3	83.3

the percentage who gave personal and family reasons was the same as the percentage who gave club accessibility as the main reason for their friends not belonging to the homemaker club.[1]

Summary and Implications Regarding Leadership Development, Membership, and Participation

Summary

Leaders functioned in every audience which had been reached with group instruction varied in numbers in relation to the type and purpose of the audience. The largest percentage of leaders was related to the largest audiences, and leadership appeared to be strongest in those audiences reached most often.

The largest percentage of leaders were homemaker club members, which accounted for almost two-thirds of all leaders functioning. The second largest percentage of leaders worked with 4-H youth, the third largest functioned with families and individuals with special interests and problems, and the fourth largest worked with low income families. Over four-fifths of the homemaker club members were serving in leadership roles. The largest percentage of both homemaker club members and former members rated their homemaker membership and leadership experiences as being of "very much" value to them.

Extension had an effect upon people other than the particular audiences to which specific extension programs were directed. Extension influence extended to nonmembers and former members as well as to homemaker club members.

Once leadership was learned it did not contain itself within one group but influenced many other educational, service, civic, school,and community groups and organizations. There was a relationship between leadership roles carried out and

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[1] This report does not contain tables of former and nonmember's reasons for not belonging to the Homemaker's Club.

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Table 27. — Percentage Distribution of Homemaker Club Members According to Reasons Why Their Friends Had Not Become Homemaker Club Members

	Personal and Family Reasons					Accessibility to Homemaker		
State and Areas	Employed, or Other Responsibility Outside the Home	Poor Health of Self or Another	Prefer Giving Time to Other Organizations	Home or Children Responsibilities	Total Personal and Family Reasons	Does Not Know How To Get Into Club	Does Not Have Transportation to Meetings	Other Reasons, No Information, Do Not Know
Kentucky	15.3	.4	8.5	23.9	48.1	6.0	5.0	26.8
1. Purchase	16.7	.8	8.7	14.3	40.5	3.2	3.0	29.4
2. Pennyrile	16.5	0	8.8	27.5	52,8	5.5	2.2	23.1
3. Green River	18.8	.8	11.6	20.6	51.8	5.4	4.5	23.3
4. Mammoth Cave	18.0	0	9.0	21.6	48.6	8.1	4.5	20.7
5. Lake Cumberland	23.5	0	4.4	22.1	50.0	10.3	7.4	23.5
6. Lincoln Trail	8.7	1.1	10.9	21.8	42.5	8.7	5.5	18.4
7. Louisville	10.2	0	4.1	34.0	48.3	4.1	6.1	30.6
8. North Kentucky	5.6	.9	8.3	29.6	44.4	4.6	2.6	35.2
9. Fort Harrod	16.5	0	4.7	23.5	44.7	8.2	2.4	31.8
10. Bluegrass	13.6	0	9.2	28.8	51.6	6.0	2.2	29.9
11. Licking River	18.2	0	15.6	23.4	57.2	1.3	3.9	24.2
12. Northeast Ky.	27.8	0	1.9	18.5	48.2	4.8	3.7	19.6
13. Quicksand	0	6.3	18.8	0	25.1	0	12.6	31.0
14. Wilderness Trail	25.6	0	12.8	12.8	51.2	7.7	2.6	28.2

Table 27. -- Continued

	Interests, Satisfactions and Needs					
State and Areas	Would Not Be Comfortable with Other Members	Club Program Would Not Meet Friend's Needs	Does Not Want Extra Responsibility	Does Not Understand Benefits To Be Received	Total Interests, Satisfactions, and Needs	Grand Total Percent of All Responses
Kentucky	1.7	0.9	3.3	9.2	15.1	100
1. Purchase	1.6	2.4	3.2	16.7	23.9	100
2. Pennyrile	2.2	0	7.7	6.6	16.5	100
3. Green River	0	1.8	5.4	8.0	15.2	100
4. Mammoth Cave	.9	.9	3.6	12.6	18.0	100
5. Lake Cumberland	1.5	0	1.5	5.9	8.9	100
6. Lincoln Trail	5.4	1.1	4.3	14.1	24.9	100
7. Louisville	.7	1.4	6.8	2.0	10.9	100
8. North Kentucky	.9	0	1.9	10.2	13.0	100
9. Fort Harrod	2.4	0	1.2	9.4	13.0	100
10. Bluegrass	1.1	.5	1.1	8.2	10.9	100
11. Licking River	0	1.3	1.3	10.4	13.0	100
12. Northeast Ky.	3.7	1.9	0	7.4	13.0	100
13. Quicksand	18.8	0	0	12.5	31.3	100
14. Wilderness Trail	0	0	2.6	7.7	10.3	100

homemaker club membership. Homemaker leaders served leadership roles in many different organizations and groups in addition to the homemaker club.

There was a positive relationship between participation in the extension program and participation in the non-extension groups and activities. A much larger percentage of homemaker club members than of either former members or nonmembers participated in both non-extension and extension groups. Four-and-a-half times as many homemaker club members as nonmembers, and almost twice as many homemaker club members as former members participated in extension activities other than those of the homemaker clubs. Almost the same percentage of homemaker club members participated in non-extension activities as participated in extension activities; however, almost three times as many nonmembers and half again as many former members participated in non-extension activities as participated in extension activities. The participation and leadership of the former homemaker club members were more like those of the members than of the nonmembers. A larger percentage of members participated and served as leaders in both extension and non-extension activities than did the nonmembers.

A larger percentage of homemaker club members than of either former or nonmembers received home economics or family living information from both extension and non-extension sources, and a higher percentage of former members than of nonmembers received such information.

Extension education and guidance leading to major improvements of home, farm, and family life were rated as of "very much" value by homemaker club members, former members, and nonmembers. Participation in county, district and state events, and 4-H participation were rated of "very much" value by the second largest percentage.

Important sources of non-extension home economics and family related information, in order of their importance, were store managers and business representatives, meetings and demonstrations by commercial home economists, and special classes by health departments and other agencies.

The most important advantages given by homemaker club members and former members for belonging to the homemaker club was to gain new knowledge and skill, and secondly to improve leadership and personal and social development.

Employment or other responsibilities outside the home and responsibilities of home and children were the two most important causes of women dropping out of the homemaker club and for women not becoming members of the homemaker club. Poor health of the homemaker or of another person also rated high as a third reason. A small percentage dropped out because the homemaker club did not give them the guidance and information they desired or expected to receive. Many who had not become members did not understand the benefits of belonging to the homemaker club.

A large percentage (over half) of the women interviewed had friends who had dropped out of the homemaker club, and a larger percentage (about two-thirds) had friends who had never been homemaker club members but who they felt would benefit from belonging.

Implications and Future Directions

Increased emphasis should be given to planned leadership development as a part of the extension home economics program. Such emphasis should include the following:

(1) Encourage increased membership and leader participation in both extension and non-extension educational programs on community, county, area, state, and national levels, extending to larger numbers of persons the opportunities which past participants in the cooperative Extension program have found to be of most value.

(2) Further strengthen or adjust present extension organizations through which leadership is developed to best meet the current needs of people to be served.

(3) Develop literature and leadership training helps, possibly in cooperation with other extension programs or with other agencies, disciplines or groups, to include training of organizational officers and chairmen as well as of community and subject matter leaders.

(4) Improve communications and cooperative educational relationships with business people to whom families turn for home economics and family living information. These people include store managers; buyer's and salesmen of clothing; household equipment, home furnishings and food including restaurant operators; builders and suppliers of building and housing materials and services.

(5) Further train present extension leaders and recruit additional leaders especially in audiences with underdeveloped leadership. (Both extension leaders and new audiences need to understand the importance of new audiences developing their own leadership to service their educational needs.)

(6) Develop methods to help those who are not members of homemaker clubs and who have not been involved in extension activities to participate in the extension home economics program.

(7) Provide educational opportunities for the employed women and mothers who cannot attend group meetings due to family responsibilities and small children. (Mass media education, including "Teach by Mail" instruction, may be considered.)

(8) Launch a promptional or informational program to create awareness and inform both extension and non-extension clientele of the opportunities and values of the extension home economics program and to help interest women and create understanding of the advantages of participating in the program.

(9) Develop a better understanding of the valuable contributions which homemaker club leaders make to families and communities through their leadership roles in both extension and non-extension groups and organizations, including their role in extending home economics and family living information to those who most need to be reached and helping new audiences to develop their own leadership to service their groups.

(10) Homemaker club leaders and members to analyze their Homemakers Club program and membership in relationship to the service to families--take action to make any needed improvements, including membership, program content, and service to families.

(11) The Extension Home Economics program to continue to provide educational opportunities to help larger numbers of homemakers and mothers as well as youth to gain new knowledge and skills as needed, and to improve leadership and personal and social development, so that each may be prepared to make maximum contributions to family and community.

OVERALL SUMMARY OF IMPLICATIONS AND FUTURE EXTENSION HOME ECONOMICS DIRECTIONS

The continued growth and productivity of extension home economics as an expanding educational "service" depends upon its ability to meet the changing needs of all the people—the rural and the urban, young and old, the low socio-economic and the upper socio-economic classes, the less well educated and the higher educated individuals and families of the state. The findings of this study support the following for the future of extension home economics.

1. Attention needs to be given to reaching certain audiences which have been least reached in the past—the older teenagers, young married couples, young mothers, rural nonfarm families, employed women, and the less educated, who tend also to include the lower socio-economic families.

2. Present extension organizations such as the homemaker clubs and the 4-H clubs need to be strengthened and expanded, for it is through these organizations that leaders are developed and prepared with a minimum of professional extension time and effort, to extend programs of educational service to their own organizations and other groups and audiences.

3. The homemaker's club and home economics programs need to be structured so as to meet the educational and social needs and interests of both younger and older women, of the divorced and separated as well as the married homemakers, and of the homemakers who are inexperienced in homemaking as well as the more experienced.

4. Awareness of educational opportunities which the extension home economics program provides appears to enable both the homemaker club members and former members to profit from broader educational experiences, greater participation, learning, and leadership development than is true of the nonmembers. This implies a need for:

(a) An improved public relations program to create awareness of extension's educational resources and opportunities for families and individuals, both youth and adults.

(b) Programming to reach audiences with needed information by effective methods in addition to group meetings.

(c) Expansion and better planning of mass media programs and services as methods of reaching certain audiences with needed information.

(d) Improved cooperation between extension and other educational disciplines, agencies, organizations and groups with similar objectives.

(e) Increased interest, better communication, and better working relationships between extension home economics and business people to whom families turn for certain kinds of educational information and guidance related to home economics, such as supply dealers and home builders, kitchen planners, buyers and salesmen of home furnishings and clothing.

5. Once leadership is developed, the leaders do not confine themselves to the extension home economics program but extend into agricultural, youth, development, and other related programs and to community, civic, and church organizations and groups. Increased group participation results in increased leadership. Improvement of leadership and personal and social adjustment are recognized by homemaker club members as an important value of homemaker club membership. This implies a need for:

(a) Increased emphasis and training in leadership and social development, decision making, and group dynamics.

(b) Greater opportunity for participation and educational growth and development among those who are not members of clubs or other organized groups.

(c) Creating greater awareness of the valuable contributions which are made to families and to the local community, state, and nation by extension home economics leaders, such as those developed through the extension homemaker clubs.

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For further explanation of the above points refer to the summary and implication statements at the end of each section of this report concerning "Audiences to be Reached," "Methods Through Which People were Reached," and "Leadership Development, Membership, and Participation."

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